

To Make America More Beautiful and Fruitful

# AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LIII No. 7

APRIL 1, 1931

Per Copy 20c

## Signs of Spring

UNIVERSITY OF CALIFORNIA  
LIBRARY  
BRANCH OF THE  
COLLEGE OF AGRICULTURE



Early birds are twittering. The weather has been mild. Carloads are moving. **BUSINESS IS ON!**

This "sign" is known at every crossroads. It stands for something well worth while. The retail trade respect it.

Back of it in support, are over 1500 home acres; teeming with quality stock for Nurserymen's, Florists' and Seedsmen's supply.

Bulletin No. 1 (56 pages) is still active. Ask it.

### TREES

Complete standard varieties—and novelties.  
**FRUIT** (and Small Fruits.)

**DECIDUOUS TREES & SHRUBS**  
**EVERGREEN TREES & SHRUBS**  
**FIELD GROWN ROSES**

### PLANTS

**HARDY PERENNIALS** in extensive variety for Borders, General and Rock Gardens. **ANNUALS** from Pots for summer bedding (booking reservations now for May delivery.) **HOUSE PLANTS**, Box and Vase Vines.

**77 YEARS**  
at  
**Painesville**  
**Lake County,**  
**Ohio—**  
The  
**Garden Center**  
of the  
**U. S. A.**

### SEEDS

Full line—top grade **VEGETABLES, FLOWERS** and **FIELD**. 1931 demand is going to be unusually heavy.

### BULBS

Begonias, Cannas, Dahlias, Gladioli, Gloxinias, etc.



39 STATE ST.

ROCHESTER, N. Y.

**American Fruits Publishing Co.**

*"New York  
State Grown"*



**Nursery Stock**

Fruits  
Ornamentals  
Roses  
Evergreens

Send for  
Price List

**W. & T. Smith Co.**  
Geneva, N.Y.  
Organized in 1846  
1000 Acres  
in 1928

*The Preferred Stock*



**It won't be long now!**

We'll shorten this tale as much as possible:

Climbing Roses	Perennials
Ornamental Shrubs	Hardy Vines
Shade Trees	Evergreens

Every dog has his day, but don't wait 'till the dog days for business. Get it now. Bulletin No. 9 is full of meaty values. Send for it.

Yours for bigger re-tail business,

—JACK & PERK

**Jackson & Perkins Company**  
Wholesale Only  
Newark, New York.

Write for Samples and Price List

**SAXOLIN**

**DUPLEX  
CRINKLED**

**COSTS  
LESS THAN  
BURLAP**

**MAKES  
CLEAN - NEAT  
BUNDLES**

**DOES A  
BETTER JOB**

**KEEPS THE  
MOISTURE IN**



We will send full size working samples that will prove in your own shipping room that **SAXOLIN** is superior to any other wrapper for retaining dirt and moisture around the roots and delivering a clean, attractive package.

**SAXOLIN** is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

It's waterproof—tough and easy to handle.

If you are using any special size material for wrapping tell us the size and we will send samples. Try **SAXOLIN** now and be ready for your next shipping season.


**CHASE BAG CO.**

Specialty Dept. •• Cleveland, Ohio

**PEAT MOSS**

The only uniformly standard grade of Peat Moss obtainable—in all parts of the country—in any quantity desired—when you want it.

ATKINS & DURBROW, Inc.,  
29-A Burling Slip,  
New York N. Y.



**CYPRESS  
(THE WOOD ETERNAL)  
HOT BED SASH**

3 ft. x 6 ft., 1 3-8 in. thick with 2 extra heavy vertical bars arranged for 3 rows of 10 in. Glass built of clear red cypress completely milled and mortised and tenoned. Strictly No. 1 quality guaranteed to be the best sash on the market. Don't fool with other woods when you can get clear red cypress at these prices.

**YOU MUST BUY IN UNITS OF TEN  
IN ORDER TO MAKE THIS SAVING**

10 SASH knocked down, bnd'd., \$1.55 ea. \$15.50  
3 boxes 10x12 Glass, total 180 lbs., \$2.40 ea. 7.20

**Special Introductory Offer \$20.00**  
Exclusively for Nurserymen

TERMS—CASH WITH ORDER, PLEASE

Only 1 unit (10 sash and 3 boxes Glass) to a customer. These sash are accurately milled and fitted and are very easy to assemble. We furnish pins for the corners and glazing points; everything complete except putty.

**YOHO & HOOKER LUMBER COMPANY**  
Manufacturers and Wholesalers  
SASH, Greenhouses, Glass, Seed Flats, Flower Boxes, Tree & Plant Labels

Youngstown, Ohio



## THIS PAGE REPRESENTS

## American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1910, Will Hold Its Thirteenth Annual Meeting  
in Detroit, Mich., July, 1931—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT

## Broad Leaf Evergreens

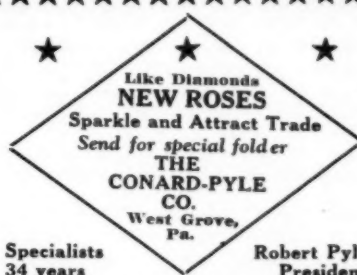
RARE AND CHOICE CONIFERAE  
AZALEAS (Evergreen and Deciduous)  
RHODODENDRON HYBRIDS  
POT GROWN VINES & CLIMBERS

We produce the greatest variety of  
Herbaceous Plants and Field Grown  
ROSES in America. Ask for our  
wholesale lists.

**BOBBINK & ATKINS**

Rutherford, New Jersey

★★★★★★★★★★★★★★★★



Specialists  
34 years

Robert Pyle  
President

★★★★★★★★★★★★★★★★

Choice Broad-leaved and Coniferous

## EVERGREENS

in Lining Out and Specimen Sizes

Write for wholesale catalogue and  
list of rooted cuttings.

**T. KIYONO**

CRICHTON,

ALABAMA

## Scotch Grove Nursery

Growers of

## EVERGREENS

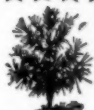
For

## Lining Out

GOOD ASSORTMENT  
STANDARD SORTS

Price List on Request—Established 1871

SCOTCH GROVE, IOWA



## EVERGREEN TREES

For Ornamental or Forest Planting

Trees of known quality; raised from SEED at  
our Nurseries under personal supervision, based  
on 20 years' experience. All varieties. Sizes  
range from seedlings, thru 2, 4 or 5 year trans-  
plants, up to 20 feet tall. Prices astonishingly  
reasonable. Write for Catalog and know about  
our guarantee.

**FRANKLIN FORESTRY CO.**

89 STATE ST. BOSTON, MASS.  
NURSERIES AT COLRAIN -  
SUDBURY - PLYMOUTH



## NAPERVILLE NURSERIES

Headquarters for

## LINING OUT STOCK

Large Assortment

WELL GROWN—NONE BETTER

See Our Lists Before Buying

NAPERVILLE DePage County ILLINOIS

## LINING OUT STOCK

EVERGREENS  
TREES  
SHRUBS

Send for our price list of  
HARDY NATIVE TREES, SHRUBS,  
and PLANTS

**L. E. WILLIAMS NURSERY CO.**

Exeter, N. H.



## FERNDALE NURSERY

Ludvig Mosbaek, Askov, Minn.

7,000,000 Seedlings and Trans-  
plants up to 8 feet. Hardy  
Ferns and Rock Plants. Trade  
List mailed.

	10,000	1,000	100
Abies balsamea 4-6" T	\$140.00	\$15.00	\$2.50
concolor 4-6" T	180.00	20.00	3.00
Picea alba 4-6" T	60.00	8.00	1.50
alba 6-8" T	100.00	12.00	2.00
albertina Bl. H. 4-6" T	230.00	25.00	3.00
excelsa 8-12" T	100.00	12.00	2.00
pungens glauca 6-8" T	280.00	30.00	4.00
Pinus mughus 4-6" T	180.00	20.00	3.00
nigra austriaca 8-12" T	140.00	15.00	2.50
resinosa 4-6" T	100.00	12.00	2.00
sylvestris 12-18" T	180.00	20.00	3.00

## Cuthbert

## RASPBERRY PLANTS

Strictly mosaic-free plants suit-  
able for foundation stock. Have  
passed three inspections this  
year.

**GEORGE D. AIKEN**

PUTNEY, VERMONT

## WE HAVE THEM

You May Want Some

Norway, Sycamore and Silver  
Maples; Pin, Red, Mossy Cup,  
Catesbaei and Willow Oakes.

Butterfly Bush, Dogwoods, Deut-  
zias, Forsythia, Spireas, etc.

Our Trade List is ready.

Get next to one.

**Atlantic Nursery Co.**

BERLIN,

MARYLAND

## IF YOU GROW

## Lining-Out Stock

You should be represented  
in this department regularly.

Write for advertising rate

**AMERICAN NURSERYMAN**

Chief Exponent of the Trade

## EVERGREENS

SEEDLINGS and TRANSPLANTS

FOR LINING OUT

Write for Our Price List

**THE NORTH-EASTERN FORESTRY CO.**

"We Grow Our Own Trees"

CHESHIRE,

CONNECTICUT

WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW  
FOR THE COMING ACTIVE MONTHS

In The **American Nurseryman** Chief Exponent of the  
American Nursery Trade

Exclusively for the Nursery Trade and Allied Interests

Logical Medium for Inter-Trade Communication

National and International Circulation

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State St., Rochester, N. Y.

## DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

**American Association of Nurserymen**—Charles Sizemore, Secy., Louisiana, Mo. July 15-17, 1931, Book-Cadillac Hotel, Detroit, Mich.

**Alabama Nurserymen's Association**—H. A. Pauly, Secy., Birmingham.

**Arkansas Nurserymen's Ass'n.**—W. M. Moberly, Secy., Sulphur Springs.

**California Assn. of Nurserymen**—Henry W. Kruckeberg, Secy., 340 S. San Pedro St., Los Angeles, Cal.

**Connecticut Nurserymen's Association**—A. E. St. John, Secy., Manchester.

**Eastern Canada Nurserymen's Association**—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

**Eastern Nurserymen's Association**—H. Lloyd Haupt, Secy., Hatboro, Pa.

**Fruit and Flower Club of Western New York**—W. R. Welch, Secy., Geneva, N. Y.

**Illinois Nurserymen's Association**—Miles W. Bryant, Secy., Princeton.

**Iowa Nurserymen's Association**—C. C. Smith, Secy., Charles City.

**Ass'n of Kansas Nurserymen**—Miss Susan Dick, Secy., State House, Topeka.

**Kentucky Nurserymen's Association**—Alvin Kidwell, Secy., St. Matthews.

**Massachusetts Nurserymen's Association**—Winthrop H. Thurlow, Secy., West Newbury.

**Michigan Association of Nurserymen**—N. I. W. Kriek, Secy., Lansing.

**Minnesota Nurserymen's Association**—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

**Mississippi Nurserymen's Association**—M. B. Allen, Secy., Lilydale Nurs., Long Beach.

**Missouri Nurserymen's Association**—William A. Weber, Secy., Affton.

**Nebraska Nurserymen's Association**—Ernst Herminghaus, Secy., Lincoln.

**New England Nurserymen's Association**—W. N. Craig, Secy., Weymouth, Mass.

**New Jersey Association of Nurserymen**—Fred D. Osman, secy., New Brunswick.

**New York Nurserymen's Association**—Charles J. Maloy, secy., Rochester.

**Northern Retail Nurserymen's Association**—H. G. Loftus, secy., Rose Hill Nursery, Minneapolis, Minn.

**Ohio Nurserymen's Association**—G. Walter Burwell, secy., 4060 E. Main St., Columbus.

**Oklahoma Nurserymen's Association**—Mrs. W. E. Rey, 2545 W. 13th St., Okla. City.

**Oregon Nurserymen's Ass'n.**—Eldon Dering, Secy., Peterson & Dering, Portland.

**Pacific Coast Association of Nurserymen**—C. A. Tonneson, Secy., Burton, Wash. July 1931: Tacoma, Wash.

**Pennsylvania Association of Nurserymen**—Floyd S. Platt, secy., Morrisville, Pa.

**Rhode Island Nurserymen's Association**—Chas. Kempenaar, secy., Portsmouth.

**Rio Grande Valley Nurserymen's Assn.**—H. L. Bonnycastle, secy., Mercedes, Tex.

**Rocky Mountain Nurserymen's Assn.**—Chas. C. Wilmore, Secy., Box 382, Denver.

**South Dakota Nurserymen's Association**—J. B. Taylor, sec'y., Ipswich.

**Southeastern Nurserymen's Ass'n.**—Otto Buseck, Sec'y., Asheville, N. C.

**Southern Alabama Nurserymen's Ass'n.**—W. H. Pollock, secy., Irvington.

**Southern California Nurserymen's Ass'n.**—L. B. Merrick, Secy., Merrick Nursery, Whittier, Cal. Hold monthly meetings.

**Southern Nurserymen's Association**—W. C. Daniels, Secy., Pomona, N. C.

**South Texas Nurserymen's Ass'n.**—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

**Southwestern Nurserymen's Association**—Mrs. Thomas B. Foster, Secy., Denton, Tex. 1931: Durant, Okla.

**Tennessee Nurserymen's Association**—Prof. G. M. Bentley, sec'y., Knoxville.

**Twin City Nurserymen's Association**—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

**Western Association of Nurserymen**—George W. Holsinger, Secy., Rosedale, Kan.

**Western Canada Nurserymen's Association**—T. A. Torgeson, Sec'y., Estevan, Sask.

**Wisconsin Nurserymen's Association**—M. C. Hepler, sec'y., Pardeeville.

## GET YOUR COPY!

Of our big 32-page Winter Bulletin of  
FRUIT TREES, SMALL FRUITS, SHADE TREES, SHRUBS, EVERGREENS,  
PRIVET, VINES, ROSES, PERENNIALS, BULBS, and SUPPLIES

We have what you want.

WHOLESALE NURSERYMEN SINCE 1872

**THE WILLIS NURSERY CO.      Ottawa, Kansas**

## LABELS FOR NURSERYMEN THE BENJAMIN CHASE COMPANY DERRY, N. H.



**Japanese Roseflowering and Weeping  
Cherries, Flowering Crabs  
All Sizes**

**A. E. WOHLERT,      Narberth, Pa.**

## WATERLILIES and Water Plants

Newer and better varieties are now available in quantities for natural ponds and garden pools. Plants are first-quality, grown in our own pond (no collected plants offered). Spring price list sent on request.

### FANCY FISH

Shubunkins, Fantails, Nymphs, Veiltails, and Common Goldfish, are also listed in our spring pricelist.

**OUR PRICELIST MAILED FREE**  
to all interested in Waterlilies, Aquatic Plants, and Fancy Fish. Send for a copy.

**BUSKIRK'S  
INDEPENDENCE NURSERIES**  
Box 35, Independence, Ohio

## PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees.

**Simpson Nursery Co.**

Monticello, Fla.      Established 1902

## SEEDLINGS

### Clean Coast Grown

We are now ready to book your  
Seedling orders for

**APPLE**—Straight or Branched  
**CHERRY**—Mazzard or Mahaleb  
**PEAR**—French, Ussuriensis or Winter Nelis

**PLUM**—Myrobalan  
**ASH**—European Mountain  
**BIRCH**—European White  
**ELM**—Chinese or Siberian  
**HAWTHORNE**—Crataegus oxyacantha  
**MAPLE**—Norway

Order now and make sure of your supply

### GENERAL NURSERY STOCK AND NURSERY SUPPLIES

**Portland Wholesale  
Nursery Company**

424 E. ALDER ST.

Portland      Oregon

### Established 36 Years Shute's Special German Peat Moss

Unexcelled in bulk, quality and price  
Single Bales \$3.00 delivered  
f. o. b. cars Philadelphia

Ten Bales .....	\$1.75 bale
Twenty-five Bales .....	1.65 "
Fifty Bales .....	1.60 "
One Hundred Bales .....	1.55 "
Carlots .....	1.45 "

**E. L. SHUTE & CO.**

IMPORTERS  
Office 616 W. Upsal St.,

Philadelphia, Pa.



## THE AMERICAN ASSOCIATION OF NURSERYMEN

Is accomplishing much for the Nursery Trade.  
With a record of fifty-three years of service.  
Practical departments and active committees.  
National conventions of inestimable value.

President—John Fraser, Jr., Huntsville, Ala.

Write **CHARLES SIZEMORE**, Secretary, Louisiana, Mo., for full particulars

1931 CONVENTION, JULY 15-17, BOOK-CADILLAC HOTEL, DETROIT, MICHIGAN

Unit with Seven Hundred Representative Nurserymen throughout the country to protect your interests and advance your business. Only Nurserymen of high ideals are eligible to membership.

Vice-President—E. C. Hilborn, Valley City, N. D.



## AMERICAN NURSERYMAN — April 1, 1931

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

**Advertising**—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the carlot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Cooperation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence. **INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

29 State Street,  
Rochester, N. Y.

## Classified Business Announcements In Current Issue

AN INDEX OF CURRENT WANTS AND OFFERINGS IN THE NURSERY TRADE

Aiken, George D.....Cuthbert Raspberry Plants.....	135	Leonard & Son, A. M.....Nursery Tools .....	149
American Bulb Company....Dutch Bulbs, Etc.....	147	Linville Nurseries .....	Rhododendrons, Etc. ....
American Landscape School.Landscape Architecture .....	147	Little Tree Farms.....	Lining-out Evergreens .....
Ansaldi, Arturo .....	Tree Seeds .....	Lovett, Lester C.....	Privet and Berberis.....
Atkins & Durbrow, Inc.....	Peat Moss .....	Monroe Nursery .....	Fruits and Ornamentals.....
Atlantic Nursery Co.....	General Nursery Stock.....	Moebach, Ludwig .....	Evergreen Seedlings, Transplants.....
Bernardin, E. P.....	General Nursery Stock.....	Mountain View Floral Co....	Portland Roses, Peonies, Etc.....
Bernards Nursery .....	Birch Trees .....	Mt. Hope Nurseries.....	Chinese Elm .....
Bobbink & Atkins.....	Broadleaf Evergreens, Etc.....	Naperville Nurseries .....	Lining-out Stock .....
Bridgeport Nursery .....	General Nursery Stock.....	Norris, J. F.....	Evergreens .....
Bristol, H. R.....	Trees .....	Northeastern Forestry Co....	Lining-out Evergreens .....
Brown Co. ....	Tested Tree Seed.....	Norton, A. L.....	Pin Oak Seedlings.....
Burr & Company, C. R.....	General Nursery Stock.....	Ohio Nursery Company.....	E-Z Plant Markers.....
Canterbury Nurseries .....	Boxwood .....	Ohio Nursery Company.....	Wireless Paper Labels.....
Champion, & Son, H. J.....	General Nursery Stock.....	Ottawa Star Nurseries.....	General Nursery Stock.....
Chase Bag Co.....	Saxolin .....	Painesville Nurseries .....	General Nursery Stock.....
Chase Company, Benjamin.....	Nursery Labels .....	Parsons Wholesale Nurseries.....	General Nursery Stock.....
Cole Nursery Co.....	Hardy Nursery Stock.....	Pastor Nursery, A.....	Lining-out Evergreens .....
Conard-Pyle Company .....	New Roses .....	Pfund-Bell Nursery Co.....	Elm Trees .....
Coniglsky, B. F.....	Color Photographs .....	Portland Wholesale N. Co....	Seedlings .....
Danube Farms .....	Strawberries, Evergreens, Etc.....	Princeton Nurseries .....	General Nursery Stock.....
DIRECTORY .....	Growers of Young Stock.....	Process Color Printing Co....	Loose-leaf Plate Book.....
Dreer, Henry A.....	Japanese Azaleas .....	Rambo's Wholesale Nursery.....	Small Fruit Plants.....
Evergreen Nursery Co.....	Evergreens .....	Ramsey & Co., L. W.....	Catalogue Printers .....
F. & F. Nurseries.....	General Nursery Stock.....	Rocky Mt. Evergreen Nur. Co.	Evergreen Seed .....
Fairview Evergreen Nurs. ....	Mugho Pine .....	Scarff's Sons Co., W. N.....	Small Fruit Plants.....
Field Bros. ....	Sphagnum Moss .....	Schifferli Nurseries, F. E....	Grape Vines, Currants, Etc.....
Ferndale Nursery .....	Evergreens .....	Scotch Grove Nursery.....	Lining-out Evergreens .....
Franklin Forestry Co.....	Evergreen Trees .....	Sergeant Tree Digger Co....	Bragg Tree Digger.....
Garden Nurseries .....	Flowering Cherries and Crab.....	Shute, E. L.....	Peat Moss .....
Geraghty & Son, John.....	Fruit Trees and Roses.....	Simpson Nursery Co.....	Pecan Trees .....
Glen St. Mary Nurseries.....	Special Announcement .....	Skinner & Co., J. H.....	Fruit Trees, Etc.....
Herbat Bros. ....	Tree and Shrub Seeds.....	Stevens, George .....	Hardwood Ashes .....
Hill Nursery Co., D.....	Evergreen Specialists .....	Storrs & Harrison Co.....	General Nursery Stock.....
Highland Park Nursery.....	American Arbor Vitae.....	S-W Supply Co.....	Nursery Markers .....
Hobbs & Sons, C. M.....	General Nursery Stock.....	Smith Co., W. & T.....	General Nursery Stock.....
Hogansville, Ga., Nurs.....	Peach Pits .....	Upton Gardens .....	Stock Wanted .....
Horticultural Advertiser .....	Trade Paper .....	Wayside Gardens Co.....	Hardy Perennial Plants.....
Hortus .....	Last Words on Plants.....	Westcott Nursery Co.....	Evergreens, Shrubs, Trees.....
Howard-Hickory Co. ....	Peach Pits .....	Westcroft, Gardens .....	Perennial and Alpine Plants.....
Howard Rose Co.....	Roses .....	Western Stoneware Co.....	Garden Pottery, Flower Pots.....
Huntville Wholesale Nurs.....	General Nursery Stock.....	Westminster Nursery .....	Privet, Evergreens, Etc.....
Ilgenfritz' Sons Co., I. E....	Fruits and Ornamentals.....	Williams Nur. Co., L. E....	Lining-out Stock.....
Independence Nurseries .....	Water Lilies, Water Plants.....	Willis Nursery Co.....	General Nursery Stock.....
Jackson & Perkins.....	General Nursery Stock.....	Wohlert, A. E.....	Flowering Cherries and Crabs.....
Kelsey Nursery Service.....	Lining Out Stock.....	Woodlawn Nursery .....	Magnolia Glauca, Etc.....
Kiyono, T. ....	Evergreens .....	Yoho & Hooker Co.....	Hot Bed Sash.....



## About Mark Twain's Dog

Being Just So Tale  
Number Three



Someone asked Mark Twain how he would describe a dachshund. He replied: "Well he's a dog that's half a dog high and two dogs long."

THE whole thing hinged on the corner grocer. He contended Mark Twain's dog had bitten his boy. Mark sent for him and denied it and gave three reasons why.

1. In the first place, my dog wasn't on the street that afternoon.
2. In the second place, my dog doesn't bite.
3. In the third place, I haven't any dog anyway.

I overheard Mark tell that down at Bermuda the winter before he died. At first thought, it doesn't seem to have anything at all to do with the nursery business. But when you come to think it over, it does. Does, because a lot of things are laid at some nurseryman's door, that don't belong there at all.

For instance: Just because there are a few money greedy ones who substitute when filling orders; it doesn't mean all of us

are that way. We mention this particular thing here and now, because woe be it to any of our outfit, who run in any substitutes without permission from the buyer. It isn't that we are so over-righteous, or are afraid of the eternal fire, that we don't do it. It's just because it's bad business.

Truth to tell, wouldn't you say, that anything is bad business, that you do to the other fellow, that you would kick about, if the other fellow did it to you?

No use denying there is stock just as good as in our 300 acres. But one thing sure, nowhere can you get any better stock, at any better price, plus any better treatment. And whether you admit it to us or not, the kind of treatment you get, has a lot to do with the kind of stock you get.

Next Just So Tale is about 40 women all harping about a plane tree.

F. & F. Nurseries  
FLEMER HOLDING CORP.

SPRINGFIELD



NEW JERSEY

## SPRING-1931

We offer a general line of hardy  
Northern Grown Nursery Stock

### A few Specials in Carload lots

CHERRY—1 & 2 year

APPLE—2 & 3 year

PEACH—1 year

BARBERRY—12/18-18/24-2/3

SPIREA V. H.—2/3-3/4-4/5

HONEYSUCKLE BUSH in variety—3/4-4/5-5/6

ELM AMERICAN—up to 2½ inches

ELM AMERICAN (Budded)—up to 2½ inches

ELM MOLINE—up to 2½ inches

These American Elm budded and Moline have been given extra space in the row and were transplanted four years ago. A fine select lot of trees perfectly straight.

NORWAY MAPLE—up to 1½ inch

SOFT MAPLE—up to 3½ inches

C. M. HOBBS & SONS  
BRIDGEPORT, INDIANA

Established 1875

LARGEST NURSERY IN INDIANA

## GARDEN POTTERY and FLOWER POTS

Live Nurserymen are making good profits and more friends by showing art and garden pottery. The "Monmouth" line is the most complete and best selling line of Bird Baths, Gazing Globes, Sun Dials, Lawn Vases, Oil Jars, Strawberry Jars, Frogs and other Lily Pool decorations. Flower Vases in fifty or more different sizes and shapes. Beautiful glazes in turquoise and apple greens, rich blue, black, yellow and other attractive combinations. Our line of red pots for growers in all sizes used by growers nationally known as the "Cardinal Brand" are in a class by themselves. Let us send you our catalog of "Monmouth Pottery" with prices and discounts.

Now is the time to place your order for Garden Pottery.

WESTERN STONEWARE CO., Monmouth, Ill.

Largest Pottery manufacturers in the United States

"WORTH FIVE TIMES ITS COST"  
—that's what grateful users say.



REPAIRS  
ALWAYS  
ON HAND

THE BRAGG TREE DIGGER  
Write for Catalog and Price List

SERGEANT TREE DIGGER CO.  
112 W. South St. KALAMAZOO, MICH.



# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y., Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES—BYRON

Vol. LIII

ROCHESTER, N. Y., APRIL 1, 1931

No. 7

## Special Seasonal Crop and Market Reports

### Central-Western Trade Conditions Reported More Active Than in Majority of Other Sections—Surplus Apparently To Be Less in Immediate Future

#### The Most Serious Thing

Shenandoah, Ia., March 17—Our trade this spring has fallen off considerably from last year and prices are lower. The prospect for the future is not very bright; but our judgment is that if general business conditions improve, there will be a better demand for Nursery stock.

There is not going to be the surplus fall 1931 and spring 1932 that there is this spring.

The most serious thing though as we see it is the fact that a great many firms and individuals that have always been good pay in the past are paying no attention to meeting their bills promptly. This is a dangerous situation and one that works a great hardship on the seller.

SHENANDOAH NURSERIES  
A. F. Lake, President

#### Not Quite a Normal Spring

Lexington, Ky., March 16—The outlook is that we will not have quite a normal spring. There is no doubt, whatever, that the interest in planting is on the increase; but people in agricultural communities simply do not have the money.

Owing to drought losses, replacements will be heavier than usual. We probably will have more customers, but not as much volume as in former years.

The outlook for a long term pull in Nursery stock is very good. Price cutting is taking considerable profit out of the business booked.

Perennials and roses are selling well; shade trees, limited demand; retail evergreen demand, fairly good; shrubs, fair and fruit trees better than expected.

HILLENMEYER NURSERIES  
Walter W. Hillenmeyer

#### Looks Better Than Last Spring

Bridgeport, Ind., March 16—Business was getting quite active a week ago, but since that time we have had some regular winter weather which has slowed things up considerably.

The most active demand seems to be for shade and apple trees. We have had a good shade business and looks as if we might sell all our surplus apple. Peach are also in good demand. Other items are in fair demand. We look for spring business to be a little better than last spring.

C. M. HOBBS & SONS

#### Good Volume But Low Prices

Shenandoah, Ia., March 21—We are having a fairly good trade in fruits, ornamental shrubs, vines, roses, perennials and evergreens. This class of stock seems to be moving in very good volume although at low prices. There is a very noticeable falling off in demand for the more common varieties of large shade trees such as elm, Silver maple, poplars. The lack of demand for this class of shade trees is, no doubt, due to the slump in the real estate development and real estate sales around the large cities where this class of stock is used in quantity lots.

Weather conditions have been very favorable for digging and handling Nursery stock, also for early planting. We have had no frost of any consequence during the winter months, very little snow, although have sufficient moisture for present needs.

MOUNT ARBOR NURSERIES  
E. S. Welch, President

#### Far Ahead of Expectations

Little Silver, N. J., March 19—Our trade business for spring 1931 is running far ahead of our expectations; in fact, we now have about all the trade business that we can properly handle. We are also glad to report that contracts closed the past few weeks call for approximately half the hedge plants that we will have available for shipment fall 1931-spring 1932.

Certainly the Nursery business is not feeling the so-called depression in anything like so serious a way as most other industries.

L. C. LOVETT

#### Improved Condition in West

Valley City, N. D., March 16—We are very pleased to report that there is an improved condition among the buyers of Nursery stock. We have found the past two weeks that orders are more readily given. The business coming to us confirms the common opinion that there is an upward turn in business. We are moving forward rather confident that this improved tone will continue throughout the spring sales. The orders coming to our desk this Monday morning on March 16th, constitute the best week's report we have had since the first of the year.

NORTHWEST NURSERY CO.  
E. C. Hilborn, Gen. Manager

Propagating building of Texas Nursery Co., Sherman, Tex., was destroyed by fire last month; \$25,000.

#### Sales Running 75% of 1930

Madison, Wis., March 18—In Wisconsin we have experienced a very mild winter. Old settlers state that it is the mildest winter that we have had in over fifty years. The frost is practically out of the ground at this date. Nursery stock appears to have come through the winter in good condition.

Retail Sales—Retail sales through agents are about 75% to 80% of the corresponding period a year ago.

Wholesale Sales—Landscape gardeners and dealers are not demanding the usual amount of planting stock; however, wholesale inquiries have increased during the past month and with the reduction in prices it appears as though the sales will run about 75% in volume compared with a year ago.

Surplus Stock—Large stock seems to be pretty well cleaned up, while there appears to be a considerable surplus in the smaller grades of all ornamental stock. Fruit trees are not in active demand; nevertheless, the market seems to be better than it was in late fall.

McKAY NURSERY COMPANY  
W. G. McKay, President

#### Drought Effects Noted

Arlington, Neb., March 18—Business is rather slow in this section. Prices of farm products are so slow that a damper has been placed on buying. There seems to be a surplus of stock in most lines, especially fruit stocks.

The injurious effects of last summer's extreme heat and drouth and the dry winter conditions are becoming apparent on quite a lot of young stock in the field. On this account it is probable that another season may not show the surpluses of this season.

MARSHALLS NURSERIES  
Chet G. Marshall

#### Most Unsatisfactory Season

Sherman, Tex., March 16—The past season has been the most unsatisfactory we have ever experienced. The volume has been very much under normal, with an over supply of practically all stock; and with no basis for prices, either wholesale or retail.

TEXAS NURSERY COMPANY  
C. C. Mayhew, President

Illinois Nurserymen were represented at the annual Home and Garden Show of the Illinois Federation of Women's Clubs at Hotel Sherman, Chicago, last month.

# Making Nursery Sales Through Summer Months

Completing the Schedule for All-the-Year Merchandising—Giving the Buyer Plants When He Wants Them—Just How To Do It

By W. A. Natorp, Cincinnati, O., Before Illinois Nurserymen's Association

**General Business Conditions** including the Nursery and landscape business are changing so rapidly these last few years, that we all can gain by some inter-change of ideas.

There is no doubt that many of you have made some worthwhile improvements and I sincerely hope that the few remarks I am about to make will also be of some value to you.

**Planting Time**—We will all remember that it was not very long ago that spring was considered the only time of the year for successful transplanting of plant material. Some time later, fall planting was also met with approval. Now, many wide-awake firms will move and transplant almost all kinds of plants at any time of the year. Such a prolonged planting season has many advantages including a more steady employment of help, better distribution of overhead, additional business transacted and profit gained.

**Buying Plants in Summer**—Some of you have probably had customers wishing to purchase plants during their blooming period. For instance, Spirea, Forsythia, Roses and many other plants which are so hard for the garden lover to resist, especially while they are in bloom. If those folks are told that they must wait several months until spring or fall, they may lose interest and buy a new automobile or probably more stock or take a trip around the world instead. Consequently, a good sale is lost.

**Late Buying**—How many of us, for instance, have put off a shopping trip until the last minute, only to be told the certain article we wanted was not to be had, say, for a few weeks or longer. Usually, we buy something else, but are never satisfied. You see, the same holds true to Nursery stock.

**Give Buyer Plants When He Wants Them**—If in June, July or August, a client wishes a certain plant, a garden made, or a large shade tree in full leaf planted, we are prepared to serve him immediately. We do not take the chance of losing a sale by asking the willing purchaser to wait until fall.

**Old Time Nurseryman**—Many years ago, there were Nurserymen and plantsmen who said this could not be done. Even now, there are some who think it impossible. However, I am speaking from experience and I know what can be done.

**First July Planting**—For instance, some time ago, we had a large contract for planting, surrounding a new residence which was just being completed. The Nursery stock was ordered and we began planting the boundaries, when some changes in the house plans prevented our finishing the majority of the plantings. Having all the plants on hand and there being several thousand dollars involved, we naturally were very anxious to complete our part of the work. So, the shrubs, evergreens and trees were heeled in, somewhat far apart, right on the property. The changes on the residence were not finished until mid-summer and I distinctly remember how we planted the remainder of this stock during the first weeks in July when the temperature was between

90 and 95 degrees. The plants were handled quickly and to our great surprise, the planting made a good showing, in fact, the following year it could not be distinguished from the stock planted in the early spring.

**Many Similar Experiences**—We have had many similar experiences which encouraged us to extend our planting season. Now, we will plant most any stock at any time of the year.

**Amount of Summer Business**—Our business during the four summer months exceeds that of the two short spring months. We have found that especially large shade trees in leaf are moved more easily than when they are dormant.

**Getting Ready in Spring**—In early spring, we estimate the amount of plant material needed until July. The plants are heeled in, upright and somewhat far apart. Certain types of plants, those which are difficult to move, such as lombardy poplars, flowering crabs and small shade trees are dug B&B. Other plants, such as the many kinds of perennials, ramblers, hybrid tea and bush roses, all varieties of climbing vines, buddleias, cotoneaster and azalea are planted in pots. Then placed in frames ready for sale. We usually do this on rainy days during the early spring season.

All evergreens are dug B&B and heeled in.

**Heeling In**—For some years, our loss on B&B stock was quite large. Our heeling in space was limited and by heeling in plants in all kinds of weather, the ground became very lumpy. For this kind of plant material, we have found the following treatment to be very practical:

We use 2" planks, 1 ft. high and construct bins any size desired and fill same with peat moss. Through this method, the heeling in and taking out process is made a great deal easier and quicker. Also, the even moisture of peat moss will keep plants in first class condition without much watering. Even during last summer, when the weather was so intensely hot and dry, our plants in these bins, held up first class.

**Cost of Bins**—While making and preparing these bins may seem a little costly, we are quite sure that the first year's use of these will pay for this construction.

**Late Summer Planting**—The method just mentioned, we find practical until July. After that time, the plant growth in the field has sufficiently hardened, so that all plants may be dug B&B and used for late summer plantings. These plants, however, must be handled very quickly, especially during the hot weather. We usually dig in the morning and plant the same day.

**Growing Plants in Nursery**—Also, to carry this out successfully, it is necessary that the shrubs and all planting material be growing farther apart in the Nursery and they must be frequently transplanted to make a fibrous root system.

**Added Cost of Planting and Loss**—Of course, the cost of handling plants in this manner is a little greater, but people more willingly pay the better prices for shrubs in leaf. Our losses are no larger than the average.

**Plant Locally**—Plantings such as I have referred to can be planted locally only, within trucking area of about 150 miles.

**Value of Extending Planting Season**—As mentioned before, this prolonged planting season is a big factor in steady employment and there is a great need today for better experienced plantsmen, especially in the landscape business. It is not easy to induce good men to enter a seasonable business and since labor cost is one of the most important items, experienced men will carry out work at a greater saving, as we all know.

**What Is the Biggest Need of the Nursery Industry Today?**—My thought on this important question is a greater need of more men with selling knowledge to the ultimate customer. There are many Nursery salesmen, as you can all see at this convention, who sell Nursery stock to their fellow Nurserymen, but not to the final buyer of plants. If more of these high type men with their knowledge of plants and business training could be available for the retail trade, general Nursery business would show a big increase. This means, men who not only sell Spirea, Barberry and Hedge plants but men who can sell prospective clients a picture of his home surroundings and consequently more and better plants.

**Outlet Through Landscape Planter**—It is my strong belief that the most logical outlet for the majority of Nursery stock should be and will be through the landscape planter. Landscape planting such as is being done today in most of our cities and towns is still in its infancy, and many plantsmen are afraid to ask the price for good plantings.

**Extra Price for Planting**—Good business commands that both the buyer and seller make a profit. The buyer in many cases not being acquainted with Nursery stock, expects and is rightly entitled to some after-service. In figuring the price of a planting, it is well to take this into consideration.

**Business Men in Other Lines**—Many good business men in other lines found this out long ago. In buying automobiles, cash registers, carpet sweepers, typewriters or many other articles, one expects to get service.

**Experience with Customer**—I believe it is a gift rather than a study in a salesman to be able to size up his prospective customer correctly. Permit me to illustrate one particular business transaction. Some of you, no doubt, have had similar experiences.

One afternoon late in fall, a gentleman came to our retail Nursery, selected several large specimen plants and requested that someone stop at his place to show him where these plants might best be planted. Several days later I happened to be in the neighborhood and stopped to see him.

**Expensive Residence**—This man had just completed building a very expensive home. The foundation planting had already been taken care of consisting of two or three rows of small inexpensive evergreens.

**Owner Pleased**—The owner was very proud of this planting and seemed entirely satisfied. He asked my opinion about it.

**Selling Better Planting**—I figured it was a case of either selling this man real planting



# Highways Awaiting the "Builders of Beauty"

**Yet State Authorities Are Advertising the Advantages of Roadside Planting Which Commercial Nurserymen Should Be Supplying—Cases In Point**

The state forestry departments are beating the Nurserymen to it.

They are announcing through newspapers—in effect advertising—that they will supply trees and planting service to improve the highways by roadside tree planting, for the purpose of eliminating disfiguring signs and providing decorative effect.

The commercial Nurserymen of the country advertise that they are Builders of Beauty; that their industry is founded upon the fact that they produce decorative effects. While so doing—and nothing more so far as highway beautification is concerned—they see announcements such as follows herewith, by the state forester of Maryland—and still leave the field to the state foresters.

At the same time, in convention sessions, in communications to the trade, press and in conversation and correspondence they complain of the violation of ethics embodied in state Nursery tree planting of the roadsides! While they are complaining, without action the Maryland state forester improves the opportunity to advertise:

The chief virtue of disfiguring roadside signs—billboards, etc.—is the fact that they can be seen for considerable distances and the approaching motorist is allowed ample time to digest the fact that some rattlesnake tonic will cure his ills. The trees which the forestry department offers, upon certain conditions, not only would break up long vistas so motorists could not read advertisements as they pass, but also would provide a decorative effect, the forester added.

The department offers white and green ash, black walnut, tulip poplar, honey locust, sweet gum, and cypress plantings. Applicants must pay transportation charges, furnish labor for planting and give reasonable assurance the trees will be cared for afterward.

If the assurances by leading Nurserymen who have given special consideration to the subject and who declare that a saving in cost to taxpayers of a state can be effected by procuring from commercial Nurserymen at quantity prices trees for highway plant-

ing are based on facts, why do we not see commercial Nursery advertisements along his line:

## NOTICE

To state governors and their staffs, state legislators, highway officials and all concerned

### THE SCENIC NURSERY

Offers to supply and plant (or cooperate with highway commissioners in planting suitable trees—Commercial NURSERY GROWN—along the highways at any and all points in this state, in accordance with specifications by state authorities, at prices and with results to prove that the commercial Nurseries constitute the logical, economical source for procuring such trees and planting service.

An opportunity to submit a definite proposition is respectfully solicited.

The taxpayer reading such an advertisement in his newspaper will be prone to couple it with what he knows of extravagances in state-operated undertakings; and newspaper readers in the aggregate might be inclined to take up the matter with their legislative representatives—especially if the advertisement of the "Scenic Nursery" were to make some definite comparisons as to costs based upon the statements thereon by leading Nurserymen above referred to.

What is being done about it and where?

Readers of this journal will remember the argument based on experience by Prof. J. A. Neilson, Michigan State College, in behalf of coating Nursery trees with paraffin wax. Says C. A. Simpson, of the Simpson Nursery Co., Monticello, Fla.:

"We are now dipping all our pecan trees in a special preparation of paraffin wax we call 'Livwell'. As you know, it has recently been discovered that a tree so treated will be almost sure to live, and will grow off better the following spring. We try to give our customers the advantage of the latest discoveries and improvements. This service is given without additional cost."

It is believed that this is the only pecan Nursery equipped to do this.

## Personalizing Tree-Growing

The Living Tree Guild, New York City has been actively advertising in large space each spring in metropolitan dailies. One of its sponsors explains that it is devoted to a plan that will "personalize tree-growing."

"Primarily this plan consists of providing small trees of such hardy variety and at such low cost that anyone can afford to get them and will be able to grow them. Instructions for their care and suggestions as to their many uses are sent with each package of trees.

"This guild differs from other organizations distributing trees and plants to the tree-loving person—it insures the life of every tree and plant it sends out so that the individual who is interested enough to try is assured of success.

"It is not intended that it shall compete with the decorative planting stock of Nurseries, but that the trees it recommends shall afford people a method of learning the fascination of growing trees, at the same time allowing them to make a good investment, which increases rapidly in value each year.

"The guild plan has been in operation for six years, during which time 65,000 persons, from all over the United States, have obtained trees and plants. It is contributing a tremendous influence toward interesting a large number of people in the problems of reforestation and beautification of homes."

**W**E can gain the confidence of our competitors if we deal fairly with them and give all that we expect to receive. It is mighty fine to feel that your competitor believes you when you make a declaration; and likewise to feel that you can take a competitor's word at one hundred cents on the dollar."—William Feather

Fire last month destroyed the storage building of Elmer Brothers Nursery, San Jose, Cal.

## Violation of Ethics Is a Losing Proposition

By F. W. Kelsey Nursery Co., Frederick W. Kelsey, President

The recent address of Mayor A. C. Hanson, Wauwatosa, Wis., before the Wisconsin Nurserymen's Association "What is the Matter in the Retail Nursery Business" [American Nurseryman, Mch. 15, p. 119] may well receive the attention of every Nurseryman, distributor of Nursery products, florist and others engaged in the industry all over the country.

The key note of the address is the "invasion by wholesalers" to those not entitled to wholesale prices, in violation of the ethics in this as in every other business that sooner or later is a losing proposition to all concerned.

In prosperous times the present policy of the grower for himself "and the devil take the hindmost" is kept within more reasonable bounds. But when a wave of depression many cases, not only at cut rates but to cut out everyone, even fellow Nurserymen, all of whom purchase of other growers more or less of the stock they require for orders from season to season.

Wholesale unfair competition (Samson-like) pulls down the financial temple which in times of prosperity or adversity, in Nursery affairs as in other fields of effort, supports the business of the country.

In striking contrast are the methods of so many of the large industrial corporations grown to unprecedented success for the reason that the reverse policy has been carried out—such companies as General Motors, General Electric Company, American Smelting and Refining Company and hundreds of others, larger and smaller corporations, whose policy protects the trade, continuously expanding the business accordingly.

How long would any of these successful companies remain in the lead should they destroy the support of their armies of retailers and distributors in all branches of the business?

This is assuredly a question that should now receive immediate attention and prompt correction: This to the advantage and profit of all in the Nursery Trade.

or insulting him. I admired his house for its beauty and well proportioned architectural features and explained to him that such type of house required an altogether different type of landscape treatment. While the plants that he had planted were very nice, it was really nothing more than a foundation planting for some small cottage. To make a long story short, we removed the existing planting having cost about \$250.00 and sold him a landscape layout costing several thousand dollars. Now this man had been entirely satisfied with his former planting not knowing any better. Fortunately for us, he was easily convinced.

**Good Planting Will Help Everybody**—By doing this planting which was really in harmony with the house, it not only sold more Nursery stock but also encouraged better and more planting for many of his neighbors.

**In Closing**—I hope these few remarks may be of some help to you. We all have a lot to learn and are compelled to change our methods from time to time if we want to stay on top.

## AMERICAN NURSERYMAN

American Nursery Trade Bulletin



### CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

**OFFICIAL JOURNAL**  
PACIFIC COAST ASSOCIATION OF NURSERYMEN  
Largest District Organization in the Trade  
ILLINOIS STATE NURSERYMEN'S ASSOCIATION  
Leading State Nursery Trade Organization

Published Semi-Monthly by  
AMERICAN FRUITS PUBLISHING CO., INC.  
39 State Street, Rochester, N. Y.

RALPH T. OLCOTT, Pres. and Treas.  
Phones—Main 5735, Greenwood 760  
Chief International Publication of the Kind

SUBSCRIPTION RATES			
One Year, in advance	-	-	\$2.50
To Foreign Countries and Canada	-	-	3.00
Single Copies	-	-	.30

**ADVERTISING RATES on Application**  
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.

ROCHESTER, N. Y., APRIL 1, 1931

### FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

**T**HE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

### A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

### Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

### BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes. Cut rates, "clubbing," premiums and deferred payments are not used. It carries no subscription in arrears.

## The Mirror of the Trade

### AUTOMATIC TRADE PUBLICITY

Gardening articles blossomed out in the pages of dailies all over the country last month in advance even of the earliest crocus. Particularly do the Sunday newspapers in special sections feature matter in which thousands of readers take unusual interest at this season. And publishers provide this publicity without solicitation.

The increased extent to which this practice has grown is due without doubt to the established work of the Nurserymen's National Publicity Campaign. It is one of the strongest evidences of the efficacy of the Campaign. It illustrates strikingly the fact that a great part of the reward for trade effort in the early stages—and, indeed, continuously—results from the cumulative automatic publicity in just this way; that is to say, arises from reader demand. It is so with horticultural shows, yard and garden contests, the force of example in neighborhood plantings, etc.

A movement of this kind, once widely established, is irresistible in its progress.

The success of the undertaking should enlist the hearty support of the trade throughout the country. It would seem that the Campaign had proved its value as a straight-out business proposition as definite in its results and as profitable in proportion to the comparatively small amounts invested as is any business proposition. As much or more money than is required for Campaign Fund management is often expended in individual advertising undertakings with much less evidence of results.

S. Arai, proprietor of the Japanese Nursery, Genoa, Tex., now maintains a Galveston office and sales depot. He has been specializing in moving trees of large size. Recently several dozen large live oaks, varying in height from 15 to 25 feet, were transplanted from the Nursery at Genoa to the yard of the J. H. Langben home.

It was the problem arising in cases of this kind that caused Arai to design an ingenious mechanical contrivance with which he can easily move any size tree with a minimum amount of labor.

Upon the flat bed of a five-ton truck, ordinarily used for hauling at the Nursery, he built a skeleton framework of steel, approximately ten feet high in the center.

This framework supports a horizontal beam along which a traveling chain-block can be rolled from the front to beyond the rear of the truck's bed.

By means of the chain-block, the roots and heavy trunk of a tree can be raised from the ground to a level above that of the truck's bed and then rolled forward along the beam. For unloading the process is reversed. Only two men are required to load a tree, one to manipulate the chains of the hoist and the other to direct the top of the tree.

The amount of labor saved is not the only item. Time is saved as well.

### EXEMPTING SMALL NURSERYMEN

California Nurserymen have several things to consider besides quarantines, as is evidenced by an article in the Western Florist and Nurseryman by James W. Robinson, San Pablo, Cal., Nursery.

The California Nursery License Law has this provision:

"A grower not regularly engaged in the Nursery business shall not be required to pay the above mentioned fee, if his sales do not exceed the sum of \$100 in value, within any one fiscal year, and provided that all plants sold by him shall be sold for planting within the county where grown, are of his own production, and that he shall first report to the county horticultural commissioner his intention to make such sales."

"About 200 growers are listed as exempted in the 1929-1930 Directory of California Nurserymen," says Mr. Robinson. "Undoubtedly there are others who fail to report, and who simply can not be weeded out, since a state inspector can't be expected to catch every sale in small amounts by a small grower. It's the old democratic principle of the greatest good of the greatest number that comes into play here. Undoubtedly, some hardship will be worked on small, individual growers who keep going, hoping eventually to run a sideline into a business. Their cost of production may be higher than the wholesale grower's, but they're able to sell cheaper than he can. They have another means of support—and meanwhile knock the props out from under the man who makes growing his business and his livelihood."

### FOR AND AGAINST BEAUTY

In a recent address Martin L. Davey, Kent, O., cited Boston Herald denunciation of the action by authorities in Massachusetts which resulted in destruction of roadside trees and shrubs by groups of men employed in "cleaning up" the roadsides (in a misdirected endeavor to provide occupation for the unemployed). "The damage that has been done is really terrible," said Mr. Davey. "Trees that it has taken one or two generations to produce have been ruined and others have been so severely damaged that it may be impossible to save them."

And this at a time when far-seeing persons are endeavoring to enhance the beauty of the roadsides.

### A Propagator's Hobby

The highly interesting nut experiment station maintained for years by Secretary Willard G. Bixby, on seven acres in Baldwin, Nassau County, N. Y., for testing development of nut trees is to be inspected by federal government experts who seek to know what has been done in this direction in the 15 years Mr. Bixby has been experimenting. Between 300 and 400 nut trees in wide variety are being grown there.

Mr. Bixby, retiring from the manufacture of shoe polish, started the farm as a hobby. Today he has more than 100 varieties each of black walnuts and hickory nuts, 20 pecan varieties, 15 butternut, 10 Japanese walnut, and many oddities. He's still experimenting with the view of aiding commercial nut growing.

Betterment of size, kernel and cracking quality are his aims. He is a native of Salem, Mass., and a graduate of Massachusetts Institute of Technology.





## THE ROUND TABLE

Comment and Suggestion  
By Readers For the  
PROGRESS OF THE INDUSTRY



### J. Horace McFarland Reports on Plant Names and Patents

Much progress has occurred since the last meeting of the Society in relation to nomenclature and plant registration. This program has not been in the direction of revolutionary suggestions, but in the estimation of the importance of the subject manifested on every hand. It does seem now that tradesmen and scientists alike are beginning to feel the desirability of one name for each plant, made plain to all.

There is not as yet, however, the harmony between the practical horticulturist and the scientific botanist which it is hoped may eventually come about. The botanist, who is continually searching for new facts about plants that are well known, yet insists that any information he digs up which would warrant the change of name of the plant in question can be applied so that the defenceless object is hung up with a new handle without warning or recourse.

The working horticulturist and those who deal with horticultural literature on the other hand, are anxious to avoid aliases. The plant is far more important to them than its name or the priority of its name or the terminology of its name. They are, generally speaking, relatively satisfied with the terminology provided by "Standardized Plant Names," which during the past year has further grown in usefulness and adoption.

Probably the solution of the problem, if there is a possible solution, lies in a clear understanding that for commercial purposes, for literature and the garden intercourse related to plants, the terminology of "Standardized Plant Names" will not be disturbed, while the botanist, for his own records, can of course carry on his investigations. The changes he proposes, however, should be reported as scientific advances, and not be permitted to break into trade relations, social relations and the current publications upon which further plant prosperity so largely depends.

The Society of American Florists has to its credit a continuous participation for many years in the support of the enterprise which resulted in "Standardized Plant Names." It is with great pleasure, therefore, that there is now reported the fact that this enterprise is financially "out of the red."

But the necessary revision of that great work, which should occur within the next three to five years, will need to be provided for, and while no immediate appropriation is suggested, it is insisted that, continuing its previous excellent work the Society, keep in mind the necessity for support when a revision shall be undertaken.

No mechanism of satisfactory character seems to be in sight for the registration of plants, save with respect to the rose. The American Rose Society has provided a complete and workable mechanism whereby it takes into account every new rose originated anywhere in the world. Its monumental publication, "Modern Roses," with descriptions of 2511 roses now in world commerce, supplies an impartial authority. As this is supplemented by similar descriptions recorded each year in the "American Rose Annual," and as the authorities of the American Rose Society attempt to control names of American roses so that duplication and lack of euphony shall be avoided, the situation in that respect is measurably satisfactory.

The protection of brain property in plants aimed at by the much hailed Plant Patent Act, relates approximately to the subject of nomenclature handled by the Society's Committee. It is proper to state that with some 30 or more applications for plant patents, none had yet been granted, this information coming from the Chief Clerk of the Patent Office on March 2.

There is the complete desire on the part of the authorities to make the Patent Law

available, but these same authorities have been faced with almost insuperable difficulties in so handling the subject under a law which lacks much in its proper terms that they are as yet unable to proceed with any certainty. A recent announcement that a certain new rose offered in Chicago was patented and was the first rose patented, is not in accord with the facts.

## LITERATURE

**The Dahlia:** By Lawrence K. Peacock. Sixth and revised edition to conform to changed conditions. Cloth, 8 vo., pp. 124; illustrated. Postpaid \$1.25. Rochester, N. Y.: American Fruits Pubg. Co.

When the first edition appeared in 1895, it was predicted by the author that the ease of cultivation, wonderful coloring and all around possibilities would make the dahlia the universal flower of the people. Its popularity is well known. In size it varies from the little pompon to decorative varieties a foot in diameter. Great variation in colors is a distinctive feature. Dahlia societies and shows are increasingly popular. This book is timely and should be in great demand. It discusses classification, propagation, garden cultivation, new varieties, harvesting and storing of roots, dahlia exhibitions, the American Dahlia Society.

**Azaleas and Camellias:** By H. Harold Hume, botanist of note and a grower of these plants. Cloth, 8 vo., pp. 90, illustrated. Postpaid, \$1.50. Rochester, N. Y.: American Fruits Pubg. Co.

The title is sufficient to elicit special interest. Until now little information on varieties, care and culture of these plants has been available to amateur gardeners. Azaleas of one group or another may be cultivated out of doors over most of the United States. They are among the most beautiful of garden plants. Camellias, though suited to outdoor culture only in the warmer regions, are coming back into use for indoor culture in the North.

This is the first book for the amateur on these plants. They are referred to by the author as out-of-the-ordinary plants which give unusual garden beauty. Gardens containing them in a large way are immediately lifted out of the commonplace. "They take the places of good evergreens or deciduous shrubs; and in addition at certain seasons fill the garden with a glory that is unsurpassed. They grace and add to the beauty of the finest grounds. To bring them to our shores, to perfect them, to establish them has been the work of many throughout years and even centuries, says Mr. Hume.

It is the desire of the author that these plants should find a wider use in American gardens, and to further this end he has given much practical information in this book. Methods of propagation and cultivation, cultural areas, varieties and care in detail are discussed. Perusal of this book is fascinating in the account of the Chinese and Japanese importations. The Indian group of

azaleas, for instance, most widely known of azaleas, dates back to the time when all southeastern Asia was referred to as India; no azaleas are native in India. The Kurume azaleas were developed more than a century ago by a Japanese plant lover, of Kurume, Japan, Motosa Sakamoto, and later by a countryman. In 1914 the late E. H. Wilson became interested in them and three years later caused an importation to be made to the U. S., following this with larger importations. The result is widely known. Especially interesting is the instruction on growing evergreen azaleas and camellias in pots and tubs as indoor plants.

### Canadian Trade Leadership

The new edition of the descriptive catalogue of hardy trees and plants for the orchard and garden issued by E. D. Smith & Sons, Ltd., Winona, Ontario, is thoroughly original in presentation of what this well-known Canadian concern produces, with the reasons for such production. It is shown at the outset that the trees and shrubs described were all grown in the company's Nurseries at Winona and in its nearby farms, 600 acres. "We grow these varieties because we have tested them, found them hardy enough for our climate, desirable in Canadian gardens. We believe this home-grown, hardy, hard-wooded Canadian planting material to be the logical and suitable material with which to plant orchards and gardens in Canada \* \* \* Our own large commercial orchards furnish the foundation for our blocks of young Nursery trees. Growing our own trees from known and proved orchard trees, we believe we have as good and as dependable trees as can be had anywhere. As indicating our own experience with them, we mention that in season we are among the largest shippers of fresh fruit in Canada." In recent years the company has greatly enlarged its ornamental department. A feature of the catalogue which is profusely illustrated is the presentation of a series of practical landscape designs, with indication of suitable planting material therefor.

E. D. Smith & Sons, Ltd., are Nurserymen, landscape architects, growers and shippers of fresh fruits, florists and wholesale growers of cut-flowers, manufacturers of jams, jellies, marmalade and ketchup.

**Landscape Gardening:** By O. C. Simonds. Cloth, pp. 338; illustrated. Postpaid \$2.50. Rochester, N. Y. American Fruits Pubg. Co.

An opportunity to procure this standard book at a low price compared with the former price of \$6 is afforded by the reissue by the Macmillan Company in slightly smaller form. The author has had wide experience in connection with landscape operations on a large scale and is often quoted as authority on the subject. At a moderate price his advice can now be had first-hand. The book is illustrated with photographs, charts, maps and diagrams. Appended are two papers by the late Bryan Lathrop, president of Grace-land Cemetery Co., trustee of estates and of the Art Institute of Chicago.

Bulletin 113, Agl. Extension Service, Ohio State University "Ornamental Evergreens," by L. C. Chadwick, Dept. Horticulture, is a valuable handbook on the subject, practical in every feature. Within its 40 pages is the information which will answer nearly every question the planter may ask—an excellent guide for the amateur.

# No Date Extension for Cherry Stock Embargo

## Is Sentiment of Nurserymen at Central Plant Board Meeting in Illinois Last Month—Plans for Domestic Production—Elm Diseases

The Central Plant Board, consisting of the quarantine officers of the north central states, met at Urbana, Ill., March 5-6. Ten of the thirteen states were represented. In addition, there were representatives from the U. S. Dept. Agriculture, the American Association of Nurserymen, and the Missouri and the Illinois State Nurserymen's Associations, also a guest from the Western Plant Board.

A resolution was passed asking the U. S. Dept. Agriculture to establish a quarantine to protect the alfalfa growing central states against the introduction of the alfalfa weevil from infested territories of the West. No formal action was taken on phony peach disease quarantine, inasmuch as the eradication program which is much more important is being carried out in most of the states with federal cooperation.

The Nurserymen present were not in favor of extension of date for placing an embargo on the entry of cherry stocks, because many Nurserymen in this country had made arrangements to supply the demand for such stocks by growing them in this country; to postpone the date and allow stocks to come in from foreign countries would be unjust to the Nurseries in this country. No formal action was taken.

Some interesting reports were received regarding elm diseases in Illinois, Ohio and Wisconsin. An investigation in Illinois has just begun. The indications are that elms in Illinois are subject to a number of diseases, but no traces of the Dutch elm disease have been discovered. A report on this

disease in Ohio was made by Curtis May, representing the U. S. Bureau of Plant Industry, and also by Mr. Ellenwood, chief of the Bureau of Plant Industry of Ohio. Those present were pleased to learn of the efficient manner in which the Ohio authorities, with the cooperation of the Nurserymen and the Federal Bureau of Plant Industry, are handling this problem, and the comprehensive plans that are being made for further investigations for locating and eradicating other possible infestations.

Officers were reelected as follows: E. L. Chambers president; P. A. Glenn, secretary-treasurer; George A. Dean, member of National Plant Board for three years.

### First Time in History

From Murray McNeil, vice-president Sweetwater, Tenn., Valley Nurseries we are in receipt of an announcement which seems to imply that his corporation offers to sell high grade Nursery stock under an unusually favorable plan. This is the way we read it:

On all purchases of carload lots for Spring of 1931 delivery we will prepay all freight charges as explained in the following pages. Further, you may make your own selection from our advance price list which has already been mailed you, or, you may make your own personal selections in our 1,000 acre Nursery at no increase in prices.

Murray says this is the first offer of its kind in the history of the American Nursery Trade; and he ought to know, for he is a great reader and student and no doubt has searched the records. He says the offer means an "actual cash saving to you" of from \$150 to \$350 on a single carload purchase and he leaves it to you to figure your saving on several carloads—almost enough to provide you with an extra carload gratis. If you are still dazed, this six-foot aviator salesman suggests another saving—in the matter of your time. "Ask your banker," he says, "whether it would pay to borrow money at 6% to make this trade." He figures that the opportunity to pocket the amounts named above means a profit of 20% to 35% which is better than one can do just now in Wall Street, even in trust shares; besides, you would have something to show for your money.

And there's no string on the offer—nothing about what you cannot do and must not expect and how you are to be responsible for whatever happens after a carload leaves Sweetwater and before the goods are delivered; nothing about what is implied; it all seems to be expressed.

The only fly in the ointment is the statement: "This offer may never be repeated." It will go down in trade history as McNeil's Challenge.

AMERICAN NURSERYMAN, published semi-monthly, three years \$6.00, 12 months \$2.50, Canada and abroad 50c per year extra.

### Retail 70%; Wholesale 80%

Toppenish, Wash., March 18—Retail business about 70%; wholesale 80% of last year's. Demand slow and very few lines will clean up. We will all have to grow less stock. Weather very favorable. Mild winter and early spring.

WASHINGTON NURSERY CO.

### Lots of Orders and Inquiries

Westminster, Md., March 16—Business with us for the spring season is coming along much better than we had anticipated. Have a lot of good orders and inquiries are coming in very fast. Competition is very keen.

All lines of stock are moving nicely with a good demand for barberry and California privet. Shrubbery in assortment is moving slowly which indicates there will be a surplus of same. There will be a shortage of larger grades of specimen evergreens. Too early to predict the prospects for business for the next season.

THE WESTMINSTER NURSERY  
J. E. Stoner, Proprietor

1930 Business Largest in History—Sixty miles from New York City, near Patchogue, Long Island, are the 70 acres of the Oak Park Nurseries which report that the 1930 business was largest in its history. The concern also has 140 acres in West Yaphank, recently purchased. The wealthy summer colonist trade is supplied.

A measure in the Minneapolis Legislature provided payment of \$1000 to G. F. Hanson for damage to Nurseries and stock by the state.

## RHODODENDRONS

### Kalmias, Azaleas and Hemlocks

We supply only carefully selected plants of the above in any quantities and sizes.

They are collected from the 16,000 acre estate owned by the Linville Improvement Company, which has an elevation of 4,000 to 6,000 feet.

Spring shipments commence about March first.

## LINVILLE NURSERIES

"Crest of the Blue Ridge"  
Linville, North Carolina

L. A. and P. J. A. BERCKMANS

Formerly of the late firm of  
P. J. BERCKMANS COMPANY  
Associates

AUGUSTA

GEORGIA

FRUIT TREES, 2 yr.	11/16	9/16
Montmorency Cherry	1000	1000
Gov. Wood Cherry	500	
Black Tartarian Cherry	600	
Burbank Plum	290	
Fellenburg Prune		350
Standard Apple	2000	2000
Standard Pear	2000	2000
Send for prices. Prompt shipment.		
J. GERAGHTY & SON,	Geneva, N. Y.	

Chamaecyparis Law. Alumii			
R. C. 5"	100	1000	
xtr. 8"	5.00	\$ 45.00	
2 1/2" pots	7.00	65.00	
	9.00	80.00	
Cupressus Sempervirens			
R. C. 5"	6.00	\$ 50.00	
xtr. 6-8"	8.00	70.00	
2 1/2" pots	9.00	80.00	
Juniperus Chin. Pfizeriana			
R. C. 4-5"	5.00	\$ 45.00	
xtr. 8"	10.00	80.00	
xtr. 8-12"	15.00	125.00	
2 1/2" pots, 5-8"	12.00	110.00	
Juniperus Excelsa Stricta			
R. C. 4"	6.00	\$	
4-5" xtr.	10.00	90.00	
5-7" xtr.	12.00	110.00	
Juniperus Sabina Tamariscifolia			
R. C. 5"	6.00	\$ 50.00	
5-8" xtr.	11.00	100.00	
2 1/2" pots, 5"	12.00		
Retinospora Decussata			
5-8" 2 1/2" pots	8.00		
Retinospora Leptoclada			
5-7" 2 1/2" pots	9.00		
Thuya Orientalis Bakers			
5-8" 2 1/2" pots	\$10.00		
Retinospora Squarrosa			
4-5" 2 1/2" pots	\$10.00		
Taxus Baccata Fastigiata			
Seedlings xtr. 4-6"	\$12.00		
Thuya Bonita			
2 1/2" pots, 5-7"	\$12.00		
Camellia Japonica			
6-8" 3" pots, all double varieties, separate colors	\$30.00		
A. PASTOR NURSERY			
4013 Lennox Ave.		Inglewood, Cal.	

### YOUR BUSINESS ANNOUNCEMENT THE YEAR AROUND IN

The Mirror of the Trade AMERICAN NURSERYMAN Read from Cover to Cover  
Will protect your interests in a medium used regularly by competitors and you need give the matter no further thought knowing that your sign is displayed day and night from coast to coast as Nurserymen repeatedly turn these pages in reference.

\$2.50 per column-wide inch per month (TWO INSERTIONS) under yearly term.

Forms close: 10th and 25th.

AMERICAN FRUITS PUBLISHING CO., P. O. Box 124, Rochester, N. Y.



## WE OFFER

CHERRY, 1 and 2 years  
 APPLE, 2 years  
 PEACH, 1 year  
 PEAR, 1 and 2 years  
 SHADE and ORNAMENTAL TREES  
 APPLE and PEAR SEEDLINGS  
 APPLE GRAFTS, Whole and Piece  
 Roots.

We have an unusually fine stock of *Hydrangea Paniculata Grandiflora*, 2 to 3 feet, and 18 to 24 inches. No mixtures. They have been grown to stakes and are straight and nice to handle.

Have a large supply of *Spirea Vanhoutte*, 3 to 4 feet and smaller. All choice plants. Amoor River Privet, all grades.

Let Us Price Your Wants  
 In Any of the Above

**J. H. Skinner & Co.,**  
 TOPEKA, KANSAS

## THIS 60% CUT SAVES YOU \$3.50 on your purchase of *Landscape Gardening*

First published at \$6.00, the large and steady sale for this fine book has enabled the publishers to place a large printing order at a slack manufacturing season, thus reducing the price to \$2.50.

### What You Get

**SOUND INFORMATION.** The author is O. C. Simonds, a Chicago man with a nation-wide reputation for outstanding sound work. Edited by L. H. Bailey.

**CONTENTS.** Aims of landscape planning, conservation of natural features, use and arrangement of plants, how to plant, treatment of water, planning home grounds, farms, public thoroughfares, railway stations, rights of way, parks, forest preserves, city squares, golf courses, school grounds, arboreta, cemeteries, regional planning, etc.

**ILLUSTRATIONS.** 33 instructive photographs, 26 clear scale drawings of typical projects.

348 pages; 59 illustrations; 5½x8 inches; cloth binding; attractive jacket

Now only \$2.50 postpaid from  
**AMERICAN FRUITS PUBG. CO.**  
 P. O. Box 124, Rochester, N. Y.

## NOTICE

All "American Nurserymen" wishing to do business with Europe should send for the **HORTICULTURAL ADVERTISER**

This is a British Trade Paper read weekly by all the chief accredited horticultural traders. Annual subscription to cover cost of postage, \$1.85. Money orders payable at Nottingham.

As the H. A. is a purely trade medium, applicants should, with the subscription, send a copy of their catalogue or other evidence that they belong to the nursery or seed trades. Address

**Horticultural Advertiser (1930) Ltd.**  
 Nottingham, England

**THIS SIZE SPACE  
 \$1.40 Per Issue  
 Under Yearly Term \$1.25**



View showing a Cole fleet transporting Elm of 8" caliper, each carrying a dirt ball making weight of each load approximately 7,000 lbs.

## Nursery Stock by Truck . . . . . . Something to Think About

If we were permitted to make a suggestion to fellow nurserymen on this, our fiftieth (50th) anniversary, it would be to "Institute a Real Truck Service for your Customers."

The equipment at The Cole Nursery Co. comprises a fleet of sixteen trucks. A large portion of our orders within 50 miles and many others up to 150 miles are delivered by this equipment.

The advantage of having efficient truck service is reflected in the fact that during two weeks in November we delivered **Over Five Hundred Mammoth Truck Loads** of "Everything That's Good and Hardy" to our customers.

We find this service meets with great favor among our customers, and that it also gives us valuable advertising. We believe nearly all nurseries would benefit from a delivery system of this nature.

The picture shows a portion of our fleet moving Elm of 8 inch caliper with ball of dirt (Average weight 7000 pounds each).

Large trees with balls of dirt make up a small portion of our shipments of "Everything That's Good and Hardy".

EVERYTHING  
 THAT'S GOOD  
 AND HARDY

**THE COLE NURSERY COMPANY**  
 A HALF CENTURY AT PAINESVILLE OHIO

## PORTLAND ROSES

2-Year, Field-Grown, Budded Stock

BROADLEAVED EVERGREENS  
 FLOWERING SHRUBS  
 HARDY PERENNIALS

CONIFERS  
 ROCK PLANTS  
 HARDY VINES

Ask for New Price List Just Off the Press

**MOUNTAIN VIEW FLORAL COMPANY**  
 Office: 341 E. 72d Street S. Portland, Oregon

## BIRCH TREES

Large Surplus. 65,000 Cutleaf Weeping. 15,000 European White. 6-8 ft., 35c; 8-10 ft., 45c; 10-12 ft., 60c.

**BERNARD'S NURSERY**  
 Orenco, Oregon

## THE WESTMINSTER NURSERY

Westminster, Md.

Offers in carlots or less—

CALIFORNIA PRIVET, 1 and 2 yr. in grades LOMBARDY POPLARS & ORIENTAL PLANES SHRUBBERY, 1½ to 6 feet.

Upwards of 750 varieties of PERENNIALS, excellent assortment. EVERGREENS, good assortment, large supply of Thuja Pyramidalis, also lining out stock from 1 and 2 year transplants in beds and field, also 2½ inch pots.

Attractive prices will be quoted. Send us your want list.

## Canterbury

BUXUS SEMPERVIRENS

in sizes from 10 to 28 inches

B. SUFFRUTICOSA

in sizes from 4 to 18 inches

WRITE FOR WHOLESALE PRICE LIST

**CANTERBURY NURSERIES, Inc.**

Box A EASTON, MARYLAND

## Boxwood

## CHINESE ELM—

Excellent trees of this elm are offered from our blocks for fall and spring shipment in sizes from 3-4 ft. to 10-12 ft. Glad to quote special early season prices on your estimated wants.

**Mount Hope Nurseries**  
 Lawrence, Kansas

## CLOSING TIME:

FOR TRADE  
 ADVERTISEMENTS

## AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue  
 First Forms: - 23rd each month  
 Last Forms: - 25th each month

15th of Month Issue  
 First Forms: - 8th each month  
 Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates  
**American Fruits Publishing Company, P. O. Box 124, Rochester, N. Y.**

# "Let Us Consider Then First the Nurserymen"

**Says a Eulogist of Those Who Create and Maintain Beauty—A Great Constructive Force—Continuing a Marked Service for the Nation—Skill and Devotion**

By Martin L. Davey, Kent, O., in a Nation-Wide Broadcast

**T**HOSE who create and maintain beauty are a great constructive force. They add directly to the wealth of the nation and they contribute mightily to the upward course of civilization.

The development of beauty elevates the intellectual processes of the people; and it stimulates their spiritual being also. No normal person fails to respond to its cultural appeal.

This is just as true of the humble home or the unpretentious little park, where one may see trees and flowers and shrubs and well-kept grass, as it is of the magnificent private estate or the great public park, where plants abound in profusion and where money is spent freely.

The development of beauty is probably of greatest benefit to those who produce it, because they give much of themselves to its creation and receive much in return. But it helps all those who see it, because they absorb it either consciously or instinctively.

The purpose that I have in mind now is to pay public tribute to those who are giving their lives to the various phases of horticulture. Let us consider first the Nurserymen, florists and seedsmen, without whom we would have relatively little suitable material with which to work. These men have done and are continuing to do a very great service for the nation.

It is not merely the propagation of sturdy and dependable stock for which we are indebted to them. But their skill and fine devotion to the higher purpose of their art have produced for us infinitely finer plant specimens and charming new varieties. Many of these men have a touch of genius and many are true artists. No man could accomplish any of the important things that have been done in this branch of horticulture without having in his soul a genuine love of nature and an earnest desire to produce something finer in his field of service.

Next in turn are the landscape architects who vision the finished picture and who create the design for the skillful combination of trees and plants and lawn that becomes a beautiful composition in its finished form. Whether the design be formal or naturalistic, it requires creative genius to conceive it and artistic temperament to produce it. Someone must dream the dream of a charming landscape development before it is possible to bring it into being and add beauty and joy to the wealth of the world. Such work requires a wide variety of knowledge of many things plus the trained ability that goes with the practical side of that profession. It requires, also, an artistic sense that places all the parts of the composition in their proper relation and produces a nicely balanced and harmonious whole.

**Regular Inspection of Summer Planting**—After nine years in the Nursery business at Collierville, Tenn., A. D. Cartwright has opened a retail branch on Poplar Avenue, Memphis. He is featuring summer planting and to insure the success of this feature he has provided for a monthly service of inspection of all the plantings he makes.

## Nursery Trade Bulletin

J. H. Small & Sons, Washington, D. C., last month moved with special equipment a large oak tree from the Nurseries to a landscaping project.

Burr T. Belden, of Storrs & Harrison Co., Painesville, O., last month addressed the Civic Garden Club, Ashtabula, O., on "Home-made Landscaping."

**After Nursery Profits**—Burglars last month broke into the office of the May Nursery Co., Yakima, Wash., knocked the dial from the safe and fled. Nothing was taken.

**Cincinnati Show**—Formal garden exhibits by William A. Natorp and Cassanelli & Brumme and informal gardens by Wyoming Nurseries and Dixie View Nurseries featured the Cincinnati Flower Show last month.

**For the Trade Only**—The very first paragraph in the wholesale trade list issued by the Tingle Nursery Co., Pittsville, Md., is as follows: "Prices named in this trade list apply only to orders placed by Nurserymen, florists and dealers."

For the spring flower show of the Massachusetts Horticultural Society in Boston, the Weston, Mass., Nurseries, Peter J. Mezzitt, proprietor, arranged a rock garden display 600 feet square. At recent exhibitions the Weston rock gardens have been prize winners.

**Minnesota Delegates to A. A. N. Convention**—C. N. Ruedlinger and John Hawkins from the Northern Retail Nurserymen's Association and Earl G. and J. V. Kilmer from the Twin City Nurserymen's Association are delegates to the Detroit Convention of the A. A. N. in July.

**500 Men Employed**—March and April activities in the Nurseries of the Lake County, O., district with Painesville as the center, required the addition of 500 men. More than two hundred Nurseries comprising some 7000 acres cover approximately half of the county's cultivated area.

**Landowners Have Seed Beds**—"The entire stock of seedlings grown at the State Tree Nursery at Athens, Ga., except slash pine has been sold," B. M. Luffburrow, state forester says. "This amounts to nearly two million one-year old seedlings, mainly pines. Several landowners have seed beds of their own from which extensive plantings have been made."

**Garden Show Exhibits**—Among exhibits of note at the National Flower Show in Cincinnati last month the following attracted special attention: Gardens generally: Wyoming, O., Nurseries; W. A. Natorp Corp., Cincinnati; W. A. Manda, South Orange, N. J. Rock gardens: Rocknoll Nurseries, Foster, O.; W. A. Natorp. Rose gardens: Hill Floral Products Co., Richmond, Ind.

**Best of Assets**—George W. Jones, for a quarter of a century active in the Nursery business, proprietor of the Valdesian Nursery, Bostic, N. C., in the foothills of the Blue Ridge Mountains, has proved to his constant customers over a wide territory that he is in business largely for the love of the service he has been able to give—the finest kind of asset.

**Miss Tabor's Radio Talk**—Secretary Robert Pyle announces that the radio address by Miss Grace Tabor, editor Woman's Home Companion, scheduled for March 26 in the series on "Roses" over WEAH has been postponed until April 30, at the scheduled period, 3-3.15 p. m. Other of the radio rose talks are: April 9, by J. H. Nicholas; April 16, by Richardson Wright; April 23, by R. Marion Hatton.

**Hansen Bush Cherry**—Among other important improvements of fruits sufficiently hardy for the Dakotas, made by Prof. N. E. Hansen, Brookings, S. D., is this cherry resembling a plum in size and shape developed from what was formerly the rather small little-known South Dakota Sand cherry. The fruit is of desirable taste, good habits, a wonderful bearer and beautiful in fruit, flavor and foliage.

### Wide Range for the Specialist

That diversity of products handled may characterize the nature of the business of a concern that specializes is shown by the fact that the Brown Company, Portland, Me., has extended its forest tree seed division to include merchandising of hearth glow cones for fireplaces, decorative cones in natural color or artificially colored, boutonnières made from cones, balsam fir pillows, cedar pillows, evergreen branches for wreaths, birch bark.

In the division of Nursery-grown trees the supply now includes reforestation stock, Christmas tree stock, window boxes, living trees for window boxes, potted living trees for gifts.

**California Avocado Boom**—J. Z. Secor, Oceanside, Cal., has about 1000 trees in his avocado Nursery. This, he explains, is a small number and he is raising them more or less to have something to do. "In this line," he says, "we start from seed and bud them like lemons and oranges. There is but a single budding on each tree. The whole operation, from the time we plant the seed until the trees are big enough to transplant, takes only about 18 months.

"Avocadoes are becoming more popular every year. I understand that estimates show the 1930 crop to be 10 times as great as that of 1929. I look to see the avocado Nursery business come back and good trees sold to the orchardist at \$1.50 to \$2. There are probably 50 varieties of avocadoes which are good, but in this section the Dickinson and Fyrties are the standard."

**City Leases Land to Nurseries**—Lease of City Farm land to two Nurseries has been approved by the Pasadena, Cal., Board of City Directors. Six acres to the Coolidge Rare Plant Gardens, Inc., for \$600, expiring Feb. 2, 1932; to Tuttle Brothers Nursery 2.52 acres for \$315 to same date. In both instances the city furnishes free water for irrigation needs.

Say you saw it in "American Nurseryman"



### HOWARD BARNES OF NEWTON, IA., KNOWS IT PAYS TO—



#### Become a— LANDSCAPE ARCHITECT

He writes: "Since taking your course I have bought a small Nursery of my own, and I feel you have helped me a long way on the road to success in the work I have chosen."

Howard Barnes

Mr. Barnes is just one of a large number of men with previous Nursery experience who have found the "road to success" through our home study course in Landscape Architecture.

#### WE PREPARE YOU QUICKLY AT HOME—BY MAIL

In less than one year, and without interfering with your present work, we can prepare you to enter this profitable, uncrowded field.

Earnings are possible after the first few lessons. Many students more than pay for their entire course from fees earned while studying. Write today for FREE booklet describing the course in detail.

**AMERICAN LANDSCAPE SCHOOL**  
10A Plymouth Bldg. Des Moines, Iowa



## CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your next catalog. Glad to send you samples without obligation.

**The L. W. Ramsey Company**  
Advertising for Nurserymen

430 Union Bank Bldg. Davenport, Iowa

## SPECIAL

A Loose Leaf

## Plate Book

At the Price of a Map

80 COLORED PAGES

Special Sample Price \$1.50

**PROCESS COLOR PRINTING CO.**

Formerly CHRISTY, INC.  
Searle Bldg. ROCHESTER, N. Y.

### PRIVET and BERBERIS

Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford

Delaware

The AMERICAN NURSERYMAN is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

### STRAWBERRIES

Premier, Howard, Chesapeake, Big Joe, all leading varieties, \$3.50 per 1000; New Washington, \$4.00 per 1000; Mastodon, \$8.50 per 1000; Progressive and Champion, \$7.00 per 1000.

### GRAPE VINES

	Per 100
Caco (Red), 2 yr. No. 1....	\$15.00
Caco " 2 yr. No. 2....	12.00
Agawam " 2 yr. No. 1....	8.00
Agawam " 2 yr. No. 2....	6.00
Delaware " 2 yr. No. 1....	8.00
Salem " 2 yr. No. 1....	8.00
Moores Early, (Black) 2 yr. No. 1	7.00
Concord (Blue) 2 yr. No. 1....	3.50

### EVERGREENS

PICEA—	100	1000
Canadensis (White Spruce)		
9-12" 10.00	\$80.00	
Excelsa (Norway Spruce)		
12-15" 10.00	80.00	
Pungens Glauca (Blue Spruce)		
9-12" 18.00	130.00	
Montana Mughus (Mugho Pine)		
6-9" 7.00	60.00	
9-12" 10.00	80.00	
12-15" 15.00	120.00	

AMERICAN ARBORVITAE  
9-12" 10.00 80.00  
12-15" 12.00 90.00

### DANUBE FARMS

120-73 131st Street  
South Ozone Park L. I., N. Y.

### Trailing Rugosa Hybrid Rose— MAX GRAF

#### The Most Valuable Rose for Ground Cover

Makes an excellent pillar or climbing Rose, but will be found most valuable as a ground cover for which purpose it is far superior to any of the Wichuriana varieties. The foliage resembles Rosa Rugosa, is retained very late in the season, it is practically immune to insects and diseases and is absolutely hardy. Its flowers are large, single, bright pink with prettily crimped petals. For planting on a steep bank or for trailing over a stone wall, it has no equal.

Strong two year old plants \$60.00 per 100

#### PRIMROSE

#### THE HARDY YELLOW RAMBLER

A most dependable, strong growing hardy climber, a real yellow Rose.  
Strong two year plants \$50.00 per 100

#### CHAPLIN'S PINK CLIMBER

The Pink Paul's Scarlet. Originated as a cross between Paul's Scarlet Climber and American Pillar producing flowers similar in form to Paul's Scarlet, but larger, of a lively pink, and very profusely in strong trusses of 8 to 12 flowers each.

Strong two year old plants \$60.00 per 100

**Henry A. Dreer**

1306 Spring Garden Street  
PHILADELPHIA, PA.



### FIELD-GROWN ROSES

Wholesale Growers  
**HOWARD ROSE CO.**  
Hemet, California

## ELM TREES

GET IN TOUCH WITH US BEFORE YOU BUY  
**PFUND-BELL NURSERY CO.**  
Lake Street ELMHURST, ILLINOIS

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value.

## QUICK SERVICE

Next to good grading and packing, prompt service is essential at planting time.

We have one of the largest cold storage packing houses, with private switch, in the State of Kansas, enabling us to take care of your needs promptly. Write, wire or phone your orders when in a hurry.

#### ORDER NOW—

APPLE SEEDLINGS  
APPLE SCIONS  
APPLE—PEACH  
CHERRY—PLUM  
GRAPE—SMALL FRUITS  
SHADE & ORNAMENTAL TREES  
SHRUBS—ROSES—PRIVET, etc.

**THE OTTAWA STAR NURSERIES**  
OTTAWA, KANSAS

## SCARFF'S NURSERY

Headquarters for  
Small Fruit Plants  
And Lining Out Stock  
Grown In the Heart of Ohio

**BLAKEMORE STRAWBERRY**  
(Introduced by the U. S. Dept. of Agr.)

#### YOUNGBERRY

(New Hybrid Dewberry)

**LATHAM—CHIEF—VIKING**  
**ST. REGIS—RED RASPBERRY**

**LOGAN—The New Mosaic Resistant**  
**Black Cap Raspberry**

**KOLKOWITZIA AMABILIS**  
**KOREAN SPIREA—RED BARBERRY**

Send for Complete Wholesale Price List

**W. N. SCARFF'S SONS**  
NEW CARLISLE, OHIO

## Lining Out Stock



One of the most complete lists published of  
EVERGREEN and DECIDUOUS TREES and  
SHRUBS, SEEDLINGS,  
CUTTINGS, GRAFTS  
and TRANSPLANTED  
STOCK. Write for copy.

Kelsey Nursery Service  
50 Church St., New York  
Established 1878  
Member A. A. N.

### American Bulb Company

Importers and Growers of  
Dutch Bulbs, Cannas, Tuberoses, Gladioli,  
Hardy Lilies, Manetti, Lily of Valley,  
Sphagnum Moss.

Send For Free Catalogue.  
31-37 W. 27th St. 1335 W. Randolph St.  
New York City Chicago, Ill.

## NEW CROP EVERGREEN SEED

Ready Now—Send for list.

**ROCKY MOUNTAIN  
EVERGREEN & NURSERY CO.**  
Evergreen, Colorado, U. S. A.

**LESS THAN FIVE CENTS A WEEK**—Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.50 per year; three years for \$6.00. A one-inch advertisement for \$1.40; under yearly term, \$1.25.

**AMERICAN NURSERYMAN**

Chief Exponent of the Nursery Trade

# Prevalent Abuse of Rebates a Trade Menace

Says E. G. Trauernicht, Fort Worth, Tex., Nurseryman Who Cites His Own and Others' Experiences—Costing Shippers Large Amounts

Discussing the subject of rebates in the Nursery business, E. C. Trauernicht, Nurseryman, Fort Worth, Tex., said at the convention of the Southwestern Nurserymen's Association:

"In order to be in a position to discuss this matter intelligently at this occasion, I have drawn on the experience of other shippers as well as our own, and it seems as if these tactics are being practiced more or less in all sections of the country. I have a letter from a shipper in Massachusetts in which he makes this statement: 'I have had my bitter experience with a great many Nurserymen of this country and with some of them I simply refuse to do business, because they make totally unjust claims. A great many Nurseries and dealers hope to get a substantial percentage of profit in the business by making claims for packing charges, plants not up to grade, etc., no matter whether it is really justified in fact or not.'

"Then another wholesale grower in California makes this statement: 'I think most of the largest and best wholesale dealers in the country make a practice of stating that all claims for damage or inferior quality, shortage, etc., should be made within five days after receipt of the goods, and this seems to me to be a fair request. Any reputable dealer is pleased indeed to make adjustment to cover reported shortages and poor condition of stock if it is reported immediately upon receipt of goods, but if nothing is said for a month or, as often happens, two or three months after the goods are received, the dealer often feels that something is being put over on him and that the claim is not a just one.'

'A wholesale grower in Tennessee goes into detail and states the plain, unvarnished facts as follows: 'Our forty-three years of experience have taught us that there are perhaps some firms of considerable note, as well as some of less prominence, that regrade, reject and refuse sufficient stock to pay the freight and handling charges. Experience has also taught us that many of those same firms honestly believe that they are getting by with the practice and that they alone know of their motive, when, as a matter of fact, their practice and habit are

of almost universal knowledge among the trade and they have suffered in dollars and cents and do not have the confidence of many in the trade whom they rub shoulders with and believe they are putting it over. They have been, are now and will continue to be the loser of money and confidence so long as they practice such a thing, which is beneath the correct practice of a real business man, whether he is a Nurseryman or not.'

Judging from our past experience and what I can learn from the experience of others, it seems that the question of rebates is terribly abused and is costing the shippers large sums of money each season.

"I feel that the practice of making claims for rebate after an unreasonable length of time should be severely condemned by this association as unethical, unfair and unjust."

## Nearly Four Decades Ago

On the occasion of the opening of the West's first complete garden department store, a building on Garden Square, Seattle, Wash., a local newspaper said regarding foundation of this business:

"It was back in '93 when Seattle's streets were scenic inclines and when friendly Indians peacefully paddled their canoes across water where now stands the King Street Station. They sold clams on the beach which is today the site of the New Richmond Hotel. The waters are gone—so are the Indians—and without doubt the clams.

"Among the prosperous young business men of the time was Charles Malmo, florist at Second Avenue near Madison Street. He sold seeds, cut flowers, potted plants, etc., and on the whole did a very enviable business.

"Malmo got the business because the seeds he sold were of the right quality and price. He furnished the Post-Intelligencer many thousands of packages, received publicity and was materially helped along his pioneering way toward the success that was to come in later years.

"Malmo and Company, with the same Charles Malmo—the same man who bought clams from the Indians on the beach by King Street—is now one of the Pacific Coast's finest Nurseries. Kept under constant cultivation are nearly one hundred acres in the city of Seattle and close vicinity of choicest evergreens, fruit trees, and shrubbery.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6 Canada, abroad, 50c extra per year.

## "We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEEPING BIRCH, A SPECIALTY  
**CHAMPION NURSERIES**  
PERRY, OHIO

## BRISTOL'S TREES

Northern-grown, Hardy Evergreens  
Forest and Ornamental Stock,  
especially Red Pine  
H. R. BRISTOL, Plattsburg, N. Y.

## Peach Pits

The Howard-Hickory Co.  
HICKORY, N. C.

ORDER  
ORNAMENTAL SHRUBS AND ROSES  
For Early Spring Delivery  
from  
MARCH FIRST BULLETIN  
Just Out  
C. R. BURR & COMPANY, Inc.  
Manchester Connecticut

## PEACH PITS

OUR PITS COMPARE FAVORABLY  
WITH THE BEST  
**HOGANSVILLE NURSERIES**  
Hogansville, Georgia

## THIS SIZE SPACE

\$1.40 Per Issue

Under Yearly Term \$1.25

## Obituary

J. H. Comstock

J. H. Comstock, widely known pioneer Cornell University entomologist, died March 20 at his home in Ithaca, N. Y., aged 82. He joined Cornell University when it was started in 1869 later becoming the first instructor there in entomology. David Starr Jordan was in the first class. For a time he was president of Leland Stanford, Jr., University, but returned to the Cornell faculty and was retired as professor emeritus in 1914 at the age of 65. His book "A Manual For the Study of Insects," was long the leading text book for Nurserymen as it was for thousands of others.

J. H. Skinner

Memorial Adopted by the Western Association of Nurserymen in Annual Convention

"During the past year two of our members whose faces were seldom missed at these gatherings have passed from this to that larger and fuller life towards which each and all of us are slowly, yet steadily and surely treading our way.

"In the death of J. H. Skinner, which occurred in the family home at Topeka, Kansas, on July 31, 1930, the Nursery Fraternity lost one of its most loyal, respected and beloved members. His place is vacant today, as it will be a year hence, and in the years to follow, because men such as he are seldom, if ever, replaced.

He was closely identified with our Association from the time of its organization in 1891. His presence at our meetings was constant, his advice and counsel so often sought was sound and always respected. He was kindly, helpful and friendly, yet ever true to his convictions and ideals, never failing or fearing to stand in defense thereof when occasion demanded. No man in his or other walks of life had a higher sense of honor—an honor which guided and governed him in his every act and word—at home, in business and in civic duties, and which brought him the confidence and respect and love of all whose privilege and fortune it was to have known him. A priceless heritage he has left his children, and to his wide circle of associates and friends an example of righteous living, the adoption of which will bring to all the reward that was his—the satisfaction and comfort of having rounded out the life of true service, and leaving enshrined in the hearts of men a most beautiful memory."

Elliot Nursery Co., Yonkers, N. Y., has appointed Redfield-Coupe, Inc., New York City, to handle its advertising account.

**WESTCOTT NURSERY CO.**  
Falls Church, Va.

400 Acres of  
**EVERGREENS, SHRUBS, TREES**  
Write for Price List

**Wireless Paper Labels**  
**PLAIN OR PRINTED**  
Samples Free

**OHIO NURSERY COMPANY**  
Elyria, Ohio

**Perennial and Alpine Plants**

A list for Landscape Architects,  
Nurserymen and Gardeners.  
**WESTCROFT GARDENS**  
GROSSE ILE, MICHIGAN



## E. P. BERNARDIN Parsons Wholesale Nurseries

PARSONS, KANSAS  
Established 1870

### Specialties

Amoor River North Privet, 2 yr.,  
2-3 and 3-4 ft., well branched.  
Bungei Catalpa, 4½ to 8 ft. Stems.  
Lombardy Poplar, 5-6 to 10-12 ft.  
American Elm, 8-10 ft. to 3 in. cal.  
Lonicera Bella Albida, 2-3 to 5-6 ft.  
Deutzia Pride, 2-3 to 5-6 ft.  
Forsythia Asst., 2-3 to 4-5 ft.  
Elders Asst., 2-3 to 4-5 ft.  
Cornus Asst., 2-3 to 4-5 ft.  
Tamarix Asst., 2-3 to 5-6 ft.  
Purple Wisteria, 2 & 3 yr.

EVERGREENS—Biotas and Junipers, in good supply.

Long List of Ornamentals  
in generous supply.

**T. SAKATA & CO.**  
Specialists

## TREE SEED SHRUB

**HERBST BROTHERS**  
42 South Street  
NEW YORK

### American Arbor Vitae

	Each	10	100
4/5 ft. ....	\$2.75	\$25.00	\$250.00
5/6 ft. ....	4.50	42.50	400.00
6/7 ft. ....	5.50	50.00	500.00
<b>SCOTCH PINE</b>			
4/5 ft. ....	\$2.75	\$25.00	\$225.00
5/6 ft. ....	4.00	37.50	365.00
6/7 ft. ....	5.00	47.50	
<b>NORWAY SPRUCE</b>			
4/5 ft. ....	\$2.25	\$21.50	
5/6 ft. ....	3.50	32.50	

Write for prices on other sizes and varieties.

**HIGHLAND PARK NURSERY**  
Sterling, Illinois

### GRAPE VINES, CURRANTS, GOOSEBERRIES

Specializing in the growing of these items for forty years. WE KNOW HOW. Let us quote on your requirements.

**The F. E. Schifferli & Son Nurseries**  
FREDONIA, N. Y.

### SPECIALTIES—Small Fruit Plants

Grape Vines, Currant, Gooseberry, Red and Black Raspberry suckers and Trans. Strawberry, Rhubarb, Asparagus

**L. J. Rambo's Wholesale Nursery**  
Bridgman, Michigan

### HORTICULTURAL BOOKS

When in need of one or more books on Nursery practice or horticulture in any phase, apply for list (158 books) and price quotations to:

**AMERICAN FRUITS PUBG. CO., INC.**  
P. O. Box 124, Rochester, N. Y.

## CLARK'S PARAPIN WAX

The Only  
ELASTIC  
Paraffine  
Coating

Trademark

Will NOT  
Crack  
or Melt  
Away

"In Orchard, Farm and Nursery"—For

1. Grafting by the MORRIS method and coating tree wounds.
2. Dipping or coating ROSE BUSHES, shrubs, trees, etc., by NEILSON method to prevent drying out and to promote rapid starting.
3. Protection against rodents and borers.
4. For coating bulbs to prevent drying out.

Write at once for prices stating quantities wanted.

**MELTER AND HEATER EQUIPMENT**

Manufacturers and Wholesalers

**WALTER E. CLARK & SON**  
Box C, Milford, Conn.

**EDWIN C. TYSON, Flora Dale, Pa.**  
Distributor



Plant Stake  
Card 1 1-4 x 3 in.

NO WOOD STAKES  
TO PREPARE

NO PAINT TO PEEL

Use Perfection Markers and be absolutely certain!

A trial will prove their worth.

Write for descriptive literature and remarkably low prices.

**S-W SUPPLY CO.**

Girard, Kansas

### PERFECTION MARKERS

Plant Stakes

Nursery Markers

Row Markers

Plot Markers

Plant Labels

All made of galvanized steel. Last for years. Readily changed to make different markings. Card is glass covered. Let us help you mark your stock with certainty and economy.



Perfection Marker Card 2 1-2 x 4 1-2 inches

## WHEN BUYING EVERGREENS —REMEMBER—

The importance of seed sources.

The value of excellent root systems.

The superiority of northern grown trees.

The utility of good service.

The saving effected by fair prices.

Our sixty-seven years of successful Evergreen propagation make it possible for us to give you all this and more.

Spring Trade List Now Ready

**EVERGREEN NURSERY CO.**

Established 1864 Sturgeon Bay, Wis.



**Little Tree Farms**

FRAMINGHAM CENTRE, MASS.

Wholesale Growers for the Trade



## EVERGREENS

DECIDUOUS TREES, SHRUBS AND VINES  
For complete information send for new catalogue and trade announcements

If you did not receive our Spring Catalog, a copy is waiting for your request.

**WM. FLEMER'S SONS  
PRINCETON NURSERIES**  
Princeton, New Jersey



## MUGHOPINE

LARGEST SUPPLY IN THE COUNTRY

Sizes up to three feet

Compact Type—Well Grown

**Fairview Evergreen Nurseries**

FAIRVIEW, Erie County, Pa.

## EVERGREENS

Native Rhododendron Max. & Catawbiense, Kalmia, Hemlock, Holly, Cedar and Leucothoe Seedlings 6-18 in., 100 \$5; 2-4 ft., 25 \$5; 100 \$18. Write for cardland prices. Flowering Dogwood, Maple and Azaleas 2-4 ft., 25 \$5; 100 \$18. All orders are well packed for shipment.

**J. F. NORRIS, Doeville, Tenn.**

**AMERICAN NURSERYMAN**, Chief Exp. sent twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

## The Last Word on Plants is HORTUS

A Concise Dictionary of Gardening, General Horticulture and Cultivated Plants in North America.

By L. H. and E. Z. Bailey



A dictionary in the true sense of the word, with essential information on all of the 22,000 genera, species and varieties of ornamental, fruit, and vegetable plants in cultivation in North America today.

You only need to know common plant names to use it for these are used throughout and cross-referenced to botanical terms.

Authorities say:

"Such a book has a thousand uses." "I do not see how the plantsman can do without it."

Just Published

652 pages; 6¼x10 inches; 35 illus.; fabrikoid; \$10.00 postpaid from

**American Fruits Publishing Co.**

P. O. Box 124, Rochester, N. Y.

## SOUTHERN PLANTS WHOLESALE PRICES

AZALEAS, INDICA and KURUME  
ABELIA GRANDIFLORA  
LIGUSTRUM LUCIDUM  
CONIFEROUS EVERGREENS  
GRAPE MYRTLE ROSES

Wholesale List Mailed on Request

**Glen St. Mary Nurseries Co.**

Box A, Glen St. Mary, Fla.

## KNOW THE ORIGIN OF YOUR SEED . . .

It is no longer necessary to hope for good ancestry of tree seed, or to guess at the density of sowing.

A nursery noted for its hardy lining-out stock offers you certified seed at

Fair prices based on  
Fertility Alone



**BROWN  
Company**  
FOUNDED 1904  
Portland, Maine

Desk J B

Home of Hardy Northern Evergreens

## NURSERY TOOLS

LEONARD FULL-STRAPPED SPADES

KUNDE KNIVES AND SHEARS

Write for 96-page Wholesale Catalog

Illustrating over 600 Hand Tools

**A. M. LEONARD & SON**

PIQUA

OHIO

## PIN OAK SEEDLINGS

The seed crop of Pin Oaks was short last year and again this year. Better order your seedlings now.

We can furnish in 6-9", 9-12", 12-18", 18-24"

**ARTHUR L. NORTON**

Clarksville,

Missouri

## Double Agent's Orders

Conigisky's true-to-life, hand colored photographs of Shrubs, Perennials, Evergreens and Roses cost little more than old-fashioned lithographs, yet they will more than double your Sales. Catalogue FREE.

**B. F. CONIGISKY**

211 Hamilton St.

PEORIA, ILL.

# Total Somewhat More Profitable Than Last Year

**Is the Outlook at Stark Bros. Nurseries—Condition Next Year Probably Still Better—Need Better Salesmanship and Products—Increased Economy**

Louisiana, Mo., March 17—Our sales for spring up to March have shown improvement; and, while we do not expect any increase in volume over the previous year, we are finding some improvement in collections and we feel that the total year's business will be somewhat more profitable than the previous year.

It is our opinion that the condition next year will be slightly better than this year. In other words, from a Nursery standpoint, we think we have "crossed the river" and that there will be gradual improvement during the next several years; but we do not anticipate any quick return to the prosperity years which we recently experienced. We think the future is going to call for better salesmanship, increased economy and better products.

Briefly we think the worst is behind us and better times are ahead. From the Nursery standpoint the country has been suffering not only from depression but from a tremendous over-production both in the ornamental and fruit tree lines. We believe that Nurserymen in the future will be more careful to propagate only what their sales indicate they will need, based on past records and present conditions.

STARK BRO'S NURSERIES  
Lloyd C. Stark, Vice-President

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value.

## We Will Mail TRADE CIRCULARS PRINTED MATTER

Addressed to  
"AMERICAN NURSERYMAN" LISTS

### Your Mailing Problem Solved

The AMERICAN NURSERYMAN mailing lists are declared to be the most accurate in existence—the result of years of compilation and hourly revision to keep them up to date. Directory lists are necessarily incomplete and out of date. They are postage-killers.

### A SUPERIOR DIRECTORY SERVICE

Send us your Trade Circulars, Price Lists, Bulletins, etc., for mailing out to our comprehensive lists of Nurserymen of U. S. and Canada, in any lots from 1,000 to 5,000 in certain states or sections if desired, at following rates:

	Per M
Lists rental .....	\$4.00
Addressing .....	3.50
Folding per fold .....	.75
Stamping .....	1.00
Mailing* (single inclosure) .....	2.00

(Each additional inclosure \$1 per M)  
Cash in advance required for postage stamps or other material supplied by us

\*Special Mailing Charge—In cases where extra labor is required in order to conform to special government postal laws and regulations (Section 435½ P. L. & R.) as to sorting, etc.—\$2.00 per M extra.

Matter may be sent to us folded; Government stamped envelopes may be used; thus eliminating folding and stamping costs at this end.

Exclusive, Comprehensive Lists. Time-Saving. Your Mailing Problem Solved.  
**AMERICAN FRUITS PUB'G. CO.**  
P. O. Box 124 Rochester, N. Y.

## TRANSPORTATION

"Whatever hurts the railroads hurts every one of us. The investors of this country have absorbed more than 14 billion dollars in railroad bonds and almost 10 billion dollars in railroad stock. One insurance company alone has more than a half a billion dollars' worth of railroad securities. One dividend-paying railroad has more than 213,000 stockholders. The least imaginative can discover for himself a score of hurts which the crippling of the great rail transportation systems would inflict upon us."

These are the views of Claude R. Porter, member of the Interstate Commerce Commission, in a discussion of "Our Railroads in the Next Ten Years."

The railroads are now facing four "new and dangerous rivals," says Commissioner Porter, writing in the Nation's Business. "Rivalry does not daunt any business man worthy of the name, but he has—or so it seems to me—a right to demand that the rivalry be fair. Three of the new rivals of the railroads are being directly aided by the government." These, he contends, include transport by air, transport by the recently rejuvenated inland waterways and

coastal lines, and transport by motor bus and truck.

"The fourth competitor," Commissioner Porter adds, "is perhaps as dangerous as any one of the three because it depends on unaided efficiency to get business. That competitor is the pipe line."

The number of railroads operating motor coaches increased from 10 in 1925 to 81 in 1930, and the number of motor coaches operated increased from 300 to an estimated 4,000. These motor coaches were operated not only by railway subsidiaries, but by companies in which the railroads hold a controlling or substantial interest. The number of miles of motor-coach routes increased from 2,000 to 50,000 during the six-year period.

"Not All Of Us That Way"—In the series of Just So Stories now running in the novel publicity of the F. & F. Nurseries, numerous facts are brought out, sometimes by a reference to history, sometimes by the aid of a good dog story. Last month the trade was assured that while there are a few money greedy ones "it doesn't mean all of us are that way." The question of service was emphasized. And then there was that one about 40 women all harping about a plane tree.

## CLASSIFIED ADVERTISEMENTS

Remittance Must Accompany Order, Except in Cases of Established Credit

Columns under this heading are reserved for advertisements of Stock For Sale, Stock Wanted, Help Wanted, Situations Wanted, Land for Sale or To Rent, Service Rendered. Rate is 20c. per line (average 6 words to a line) set solid in ordinary reading type  
P. O. Box 124 AMERICAN NURSERYMAN

without display. Minimum of three lines. One inch with rule border around, \$3.

Remittance must accompany order except in cases of established credit.

Forms close on 25th and 10th of month for First of Month and Mid-Month issues respectively.

Rochester, N. Y.

### STOCK FOR SALE; WANTED

WOODLAWN NURSERY Greenville, Ga. Magnolia Glauca and Pine Seedlings, Yuccas and White State Roses at smiling prices.

Wanted: AUSTRIAN COPPER ROSES, No. 1, 1½ and 2; also lining out stock. Upton Gardens, Colorado Springs, Colo.

### TRADE LITERATURE

FERTILIZERS, by E. B. Voorhees. Pages 365. \$2.65 postpaid. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

GARDENING IN THE LOWER SOUTH, by H. Harold Hume. Pages 453. Illustrated. \$5.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

ROCK GARDEN AND ALPINE PLANTS, by Henry Correvon. Pages 544, with illustrations in black and white and color. \$6.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

BAILEY'S STANDARD CYCLOPEDIA OF HORTICULTURE, 3 vols. Illustrated. Fully indexed. 3639 pages. Indispensable for horticultural reference. The standard authority everywhere. Sold only in complete sets. Price \$25 per set. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

INSECTICIDES AND FUNGICIDES, by Anderson and Roth. \$3.20 postpaid. American Fruits Pubg. Co., P. O. Box 124, Rochester, N. Y.

CULTIVATED EVERGREENS, edited by Dr. L. H. Bailey. Pages 434. Illustrated. \$3.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

### FERTILIZER

World's Greatest Fertilizer—HARDWOOD ASHES—Nature's own fertilizer. George Stevens, Peterboro, Ont., Canada.

### SPHAGNUM MOSS

FRESH, CLEAN SPHAGNUM MOSS in wired or burlapped bales of standard size and weight. Write for prices. FIELD BROS., Pray, Wis.

Say you saw it in "American Nurseryman."

### TRADE LITERATURE

LANDSCAPING THE HOME GROUNDS, by L. W. Ramsey. Pages 170. Illustrated. \$2.00 postpaid. American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

HOW TO GROW ROSES, by Robert Pyle, J. Horace McFarland and G. A. Stevens. Pages 211, Beautiful Illustrations, many in color. \$2.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

MODERN ROSES, by J. Horace McFarland. 2511 variety descriptions, 48 accurate color plates, 31 sepia pictures. Pages 234. \$5.00 postpaid. American Fruits Pubg. Co., Rochester, N. Y.

LIST OF 160 BOOKS on Horticultural subjects covering Nursery, Greenhouse, Field, Ornamental and Fruit Stock, Vines, insecticides, Spraying, Landscaping, Diseases, Insects, Orchards, Gardens. Seven books on Landscape Gardening, six books on Rock Gardening. List sent on request. American Fruits Pubg. Co., P. O. Box 124.

AMERICAN NURSERYMAN, Chief Exponent twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.



# License Fee Exemption Affects Others Adversely

## Garden Club Plant Sales in Guise of Charity Is Complained Of—Unlicensed Shipments by Stores Hamper Commercial Nurserymen

Several states are considering or have acted upon legislative measures exempting from license fees Nurserymen whose business amounts only to a nominal sum. In Oregon this subject has aroused discussion in which it is shown that the rights of commercial Nurserymen may be adversely effected. A writer in the Western Florist and Nurseryman says:

I am told that in our state (Oregon) there is a movement afoot to exempt from license those selling less than \$50 worth of plants a year. I should not be in favor of such a move at all, as it only makes the law much harder to enforce and permits the evasion by small part-time growers who sell five times the \$50 worth of plants in direct competition with responsible growers who are complying with the law.

In a case that the writer is personally familiar with, a community having three commercial men supplying the retail trade also harbors a garden club, that holds plant and shrub sales, selling donated goods at ridiculously low figures. Note that this club has never sold inspected stock or been licensed to hold these sales. This is under the guise of charity or community uplift and betterment, yet in most cases the community would be far better off for the destruction of much of the stock that is sold in this way.

I know the commercial men would find many more sales in the supplying of quality stock to be used where this low-grade stock is now being used. Personally I am much in favor of the educational value of the local

garden club as found in most communities. However, I do believe that these clubs are getting entirely out of their field when they offer for sale or free distribution florists and Nursery stock in competition with established commercial growers.

Another evil which the commercial man in this same community must bear is the shipping in from other cities of stock by unlicensed seed stores, feed stores, variety stores, grocery stores, of plants and shrubs, which are offered in competition with the licensed commercial men of the community. This condition has been taken up with the state board, but action is not yet in evidence. Several unlicensed greenhouses, all small, but selling plants nevertheless, are also operating in the immediate vicinity.

While I like to see the other fellow's side of any question, it is no more than reasonable that he see my side also. I do believe and I think we all do that, if a Nursery license law is to be enforced in any state, it be enforced equally. While the small grower should not be compelled to pay as much in fees as the large and better-able-to-pay class, he should at least pay in proportion to his ability to pay, and be under equal supervision with the large grower.

Prof. L. C. Chadwick of the Ohio State University, Columbus, has prepared in a special bulletin of 16 pages, for the Ohio Nurserymen's Association a condensed report of the highly effective short course for commercial Nurserymen recently conducted.

**How To Succeed**—Albert Buskirk, Independence, O., well-known Nurseryman, last month addressed the Smithville, O., Promoters Club. He said that one of the best ways to gain success is "to do the best you can with what you have where you are. If you want to know how to do anything go to the man who has made a success in that line."

**Coated Rose Bushes**—On the last day of its existence the New York Evening World said:

"A new method of treating roses so that losses in planting are minimized is given by C. E. Wilson, a Connecticut Nurseryman [Manchester, Conn.]. His method is to cover each bush before it leaves the Nursery with a film of flexible waterproof material, which completely seals the pores of the plant and prevents the evaporation of its life juices. The bush is thus kept in a perfect state of preservation until growth starts, according to Mr. Wilson, and the plants thereafter are able to care for themselves. In a recent demonstration, Mr. Wilson kept a treated rose and one packed in the ordinary manner in a heated room for twenty-six days. The latter rose died, while the specially treated one actually grew branches before being removed from its wrappings."



### SURPLUS DECIDUOUS NURSERY STOCK in COLD STORAGE

at Rochester, New York and St. Louis, Missouri

Write for List

**EVERGREENS and SHADE TREES**  
at Huntsville.

Glad to quote on your requirements

**The Huntsville Wholesale Nurseries, Inc.**  
1872 Huntsville, Alabama 1930

## THE MONROE NURSERY

ESTABLISHED 1947

**We Have Lots of**

BUDDLEIA	IBOLEUM PRIVET
RED BARBERRY	SPIREA VANHOUTTEI
VIRGINAL MOCKORANGE	CHERRY
BOLLEANA POPLAR	WEeping MULBERRY

and in all sizes too.

Send us your wants.

**I. E. ILGENFRITZ' SONS CO.**  
Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

## Your Advertisement In This Size Space

Will Go Into  
**Every State In the Union**  
**\$6.25 per Issue**

(Under Yearly Term, \$5.60)

**AMERICAN NURSERYMAN**  
P. O. BOX 124 ROCHESTER, N. Y.

## Wayside Gardens

**HARDY PERENNIAL PLANTS  
EXCLUSIVELY**

Write for Trade List

**THE WAYSIDE GARDENS CO.**  
MENTOR, OHIO

# Hill's Evergreens

## Lining Out Stock

Here are Evergreens of known origin and established quality, grown by long established specialists. Prices are in keeping with value received. Just now there is a lot of talk about low prices. Remember it is dangerous to buy on price alone. These days require looking ahead to future selling stock. Regardless of what your present outlook may be, how will you be fixed for Evergreens three or four years from now? You will have no regrets in planting choice varieties of Hill Evergreens this Spring. The following is a selected list of items worth your careful consideration:

		Each	Each			Each	Each
		100	1000			100	1000
<b>ABIES</b>				<b>PINUS</b>			
Balsamea	8-10" xx	.08	.07	Mughus	6- 8" xx	.09	.08
Concolor	6- 8" xx	.20	.19	Mughus	8-10" xx	.20	.19
<b>JUNIPERUS</b>				Nigra	8-10" xx	.09	.08
Chinensis	8-10" xx	.12	.10	Nigra	10-12" xx	.20	.19
Chinensis	10-12" xx	.16½	.15	Ponderosa scopulorum	6- 8" x	.06	.05
Chinensis pfitzeriana	4- 6" x	.13	.12	Strobis	10-12" xx	.15	.14
Chinensis pfitzeriana	8-10" xx	.17½	.16½	Sylvestris	12-18" xx	.20	.19
Chinensis pfitzeriana	10-12" xx	.22½	.20	<b>PSEUDOTSUGA</b>			
Chinensis pyramidalis blue	grafts	.40	.38	Douglassi	8-10" xx	.09	.08
Chinensis sargentii green	grafts	.35	.34	Douglassi	10-12" xx	.12	.10
Communis depressa	8-10" xx	.15	.14	Douglassi	12-18" xx	.17½	.16½
Communis depressa aurea	grafts	.40	.38	<b>TAXUS</b>			
Communis depressa plumosa	8-10" xx	.20	.19	Cuspidata	4- 6" x	.15	.13½
Communis hibernica	12-15" xx	.15	.14	Cuspidata	6- 8" xx	.25	.24
Excelsa stricta	6- 8" xx	.15	.14	Cuspidata nana	6- 8" xx	.30	....
Horizontalis douglassi	grafts	.40	.38	<b>THUYA</b>			
Japonica	6- 8" xx	.20	.19	Occidentalis	6- 8" xx	.06	.05
Japonica	8-10" xx	.25	.24	Occidentalis	10-12" xx	.08½	.07½
Sabina	6- 8" xx	.15	.14	Occidentalis	12-18" xx	.10	.09
Sabina horizontalis	6- 8" xx	.20	.19	Occidentalis douglasi aurea	8-10" xx	.15	.14
Sabina pyramidalis	8-10" xx	.25	.22½	Occidentalis douglasi pyramidalis	6- 8" xx	.15	.14
Sabina von ehron	8-10" xx	.35	.32½	Occidentalis lutea	8-10" xx	.18½	.17½
Scopulorum	8-10" xx	.20	.19	Occidentalis pyramidalis	8-10" xx	.12	.10
Scopulorum	10-12" xx	.25	.24	Occidentalis pyramidalis	10-12" xx	.14	.13
Hill's Silver	grafts	.60	.55	Occidentalis pyramidalis	18-24" xx	.35	.34
Squamata meyeri	grafts	.60	.55	Occidentalis wareana	6- 8" xx	.13	.12
Virginiana	10-12" xx	.20	.19	Occidentalis woodwardi	6- 8" xx	.15	.14
Virginiana cannarti	grafts	.40	.38	Occidentalis woodwardi	10-12" xx	.35	.32½
Virginiana elegantissima	grafts	.45	.43	<b>TSUGA</b>			
Virginiana glauca	grafts	.40	.38	Canadensis	8-10" xx	.15	.14
Virginiana kosteri horizontalis	8-10" xx	.25	.22½	Canadensis	10-12" xx	.25	.24
Hill Dundee	grafts	.60	.55	Canadensis	12-18" xx	.40	.39
Virginiana schottii	grafts	.40	.38	<b>Hill's Spring 1931 Descriptive Catalog</b>			
<b>PICEA</b>				With fifty illustrations in full colors. This book is a valuable reference and selling aid.			
Canadensis	8-10" xx	.06	.05	<b>Hill's Trade List</b>			
Canadensis	12-18" xx	.10	.09	A wholesale catalog with hundreds of items in sizes to suit your needs. Send to Evergreen Headquarters and get this interesting catalog.			
Canadensis albertiana	6- 8" xx	.08½	.07½				
Canadensis albertiana	8-10" xx	.10	.09				
Canadensis albertiana	10-12" xx	.18	.17				
Excelsa	8-10" o	.02½	.01½				
Excelsa	10-12" x	.08	.07				
Excelsa	12-18" xx	.12	.10				
Pungens	10-12" xx	.15	.14				
Pungens kosteri	grafts	.75	.70				

## D. HILL NURSERY CO.

*Evergreen Specialists - Largest Growers in America*

DUNDEE, ILL.

BOX 402



